

Vol. 1

JUNE 1921

No. 1

The Candy Manufacturer

THE SWEETEST INDUSTRY'S MOST AUTHORITATIVE MAGAZINE

Consolidating

with

THE CONFECTIONERY AGE

*An International Magazine of
Production and Management
for Manufacturing Confectioners*



Published by

EARL R. ALLURED

THE CONFECTIONERY BUSINESS PRESS

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30 NORTH LA SALLE STREET

CHICAGO

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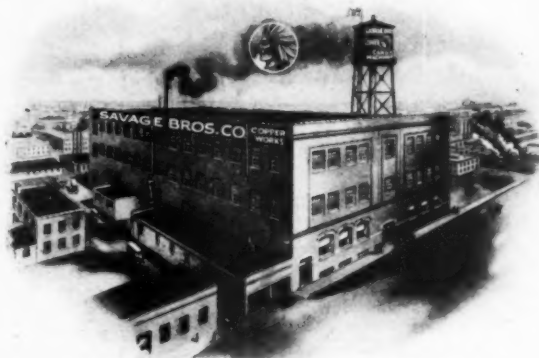
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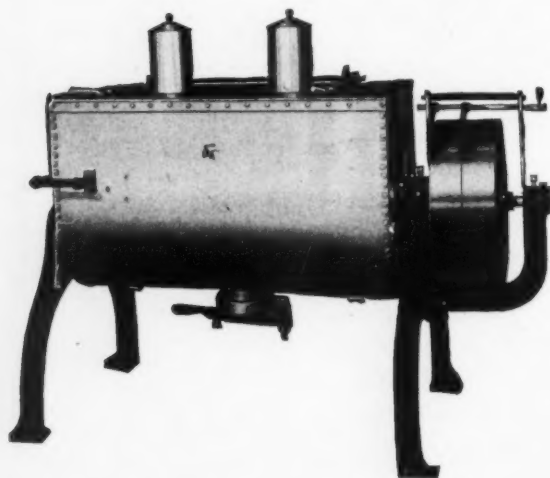
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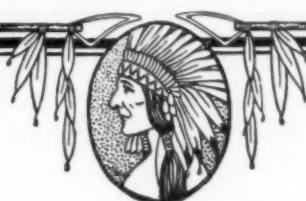
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200 lbs.	20 x 4 in.	72 x 36 in.	110	7½

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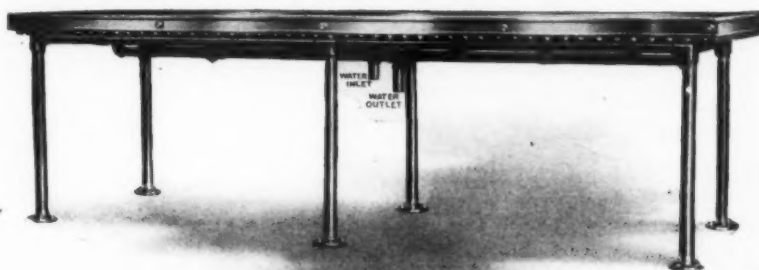
In the making of Nougat Candies, Caramels, Jelly and Gum work, Kisses, Peanut Slab, Bar Brittles, Cocoanut Goods, etc., Cream Beating or remelting of Cream Fondants; in fact, anything you are stirring and cooking by hand.

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2638-46 Gladys Avenue, Chicago, Ill.

The Candy Manufacturer

Consolidating
~~THE CANDY MANUFACTURER~~ with THE CONFECTIONERY AGE

An International Magazine of Production and Management for Manufacturing Confectioners Exclusively

PUBLISHED MONTHLY BY

THE CONFECTIONERY BUSINESS PRESS - 30 N. LaSalle St., Chicago

EARL R. ALLURED, Publisher

ROBERT F. SALADE, Associate Editor

New England Manager
C. F. Baldwin, Medfield, Mass.

New York Manager
Chas. B. Sagona, 50 Church Street

Vol. 1.

JUNE, 1921

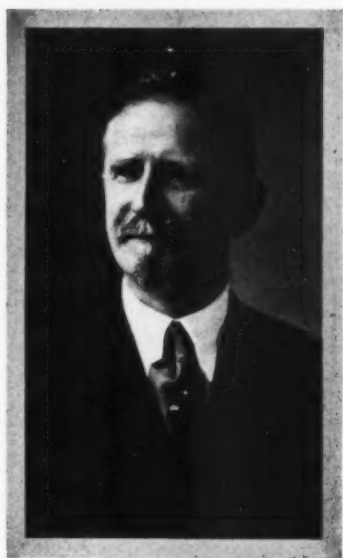
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PLATFORM

1. A Candy School.
2. A Uniform Method of Standardized Cost.
3. A National Association of Confectionery Superintendents.



A Special Article Each Month Exclusively
for **The Candy Manufacturer** on

The Business Outlook

President Babson's Statistical Organization

If you have managed to weather the storm of the last few months your chances for pulling thru without mishap are good indeed. Improvement will, of necessity, be rather slow—we have much to adjust and revise—and it may not be steady, but temporary reverses from now on will be offset by lower costs, new wage scales or other favorable developments.

The readjustment in the confectionery industry has come just as it must come to every business in this period of the business cycle. It is the simple and inevitable working out of the law of Action-Reaction which governs our business world exactly as it does our scientific world.

Candy sales mounted from 550,000,000 pounds in 1914 at \$176,000,000 to a total of 2,000,000,000 pounds in 1919 valued at \$1,000,000,000. Advances in price and consumption are better illustrated by individual averages for these years. Per capita consumption in 1914 amounted to 5.6 pounds at \$1.79. In 1919 the figures had reached their high tide of 13.1 pounds—over double the previous consumption—at \$11.39, almost seven times the value.

The descent from these abnormal levels

was accelerated considerably when slackening in demand and bad breaks in sugar prices came hand in hand.

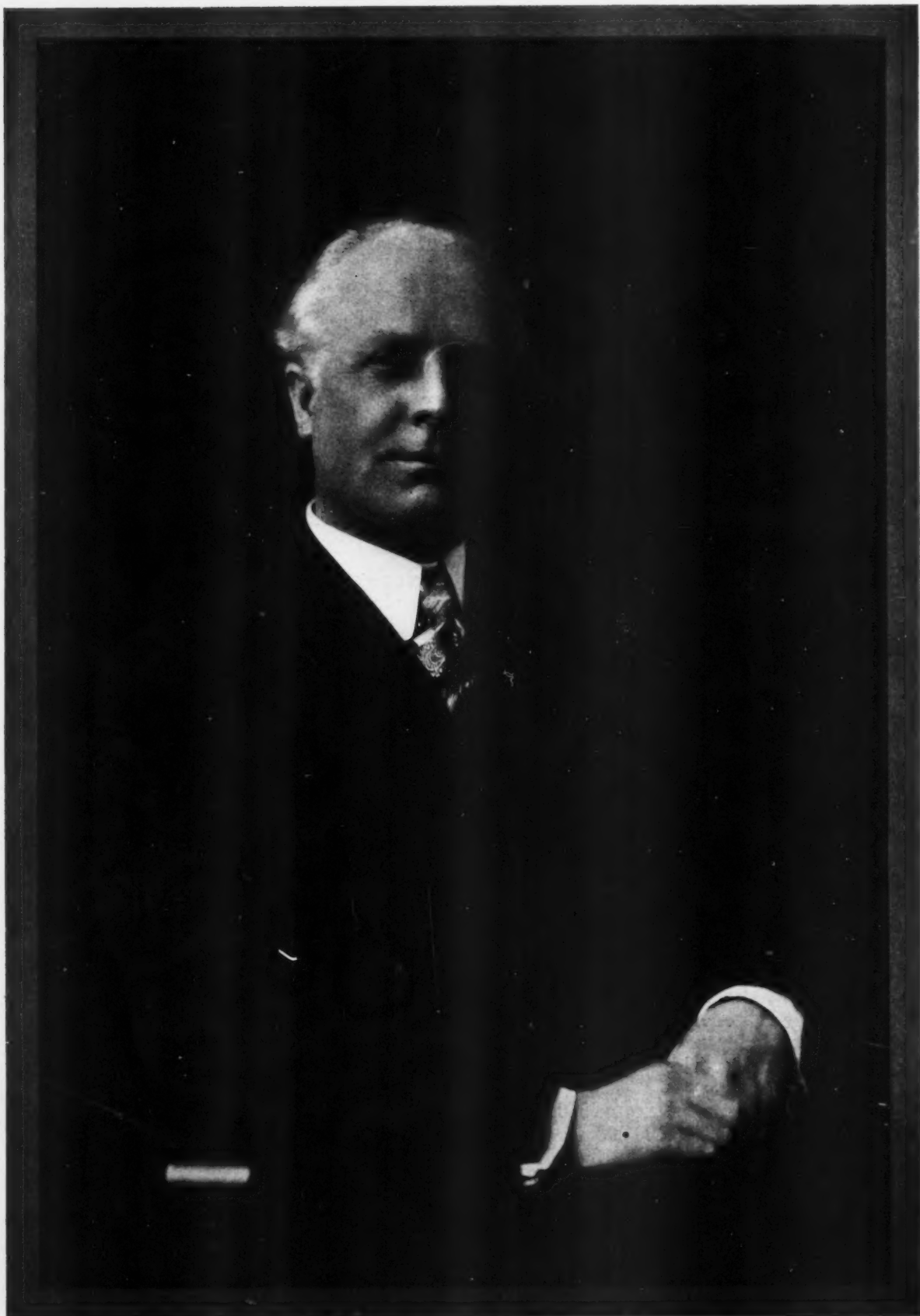
Holding one-eighth of our sugar the confectioners suffered heavy losses. Dull markets also made it very difficult to unload finished goods even at cut prices.

Sugar is on a normal basis once more and will doubtless follow its regular seasonal trend for the remainder of this year. Supplies are adequate so that there is little reason for higher prices. The Cuban crop meantime is figured at 3,648,372 tons, a slight reduction from the 4,000,000 estimate. This shrinkage in the available supply argues against further reductions.

Gradually the industry is working back onto a solid basis. The manufacturer who has absorbed his losses is in a sound position. Price will be fairly low for some time to come, but there will be a healthy demand for a good quality of candy at a reasonable price.

As far as the immediate outlook is concerned, take heart. Sales this summer will total at least seventy-five per cent of last summer's business.

The orders are there—and the man who goes after them is the man who will get them.



The Confectionery Industry's Best Friend

If you think so too, and are tempted to cut out this page for framing, don't do it; we have some extra engraver's proofs which will be mailed on request. Keep the magazine intact for your files.

The Crisis in the Confectionery Industry

by Walter C. Hughes

Secretary, The National Confectioners' Association

UNCLE Sam says he is having a hard time making both ends meet. He needs a lot of money to pay his household expenses, and the interest on the money he borrowed during the great war.

Where is he going to get it?

There is only one way—taxes!

There is only one source of revenue for Uncle Sam—taxes!

Taxes have been the only source of government revenue since time immemorial, or in the language of the legal profession, "since the time when the memory of man runneth not to the contrary."

We read in the Bible that:

"It came to pass in those days that there went out a decree from Caesar Augustus that all the world should be taxed. * * * And, all went to be taxed, everyone into his own city. * * * And Joseph also went up from Galilee out of the city of Nazareth into the city of Bethlehem to be taxed with Mary, his espoused wife."

The greatest event in all the history of the world was about to take place and yet it was necessary for Joseph and Mary to go up to Bethlehem to make out their Income Tax Returns, even as you and I, and let us hope more truthfully than even you and I.

Tax gatherers have always been about as popular as a skunk at a lawn party, or a chicken hawk in a hen house. They were a necessary evil despised by all men.

In the good old days of the Caesars, they farmed out the job of tax gathering. The nifty fellow who was willing to bid the highest got the job, and he extorted all he could get from his unhappy victims.

In these modern times we have changed the method, but there is still the stern necessity of getting from the unhappy victims all the traffic will bear. Men do not like to pay taxes! They seem to think that somehow or other the government, the state and the city ought to get along without taxing anybody. As though there was some mysterious slight of hand method of creating money at will whenever needed.

The trouble is that we overlook this important fact that the government and the people are one and the same, whether it be national, state or municipal.

Men will not voluntarily pay the expense of running the government, and it is therefore necessary to compel them to do so involuntarily by taxation.

Tax laws are not always framed in the fairest and most equitable manner. Frequently they impose heavy burdens upon those who are the least able to bear them. Human greed and selfishness ever alert when personal interests are at stake, exert a powerful influence in shaping the course of tax legislation.

Uncle Sam's daily expenses are about ten million dollars—think of that if you can—ten million dollars per day for expenses! An almost unbelievable amount, and certainly not a thinkable amount to the average taxpayer.

We used to think that we were extravagant when we talked of government expenditures in terms of millions. Now we speak with the greatest indifference of government expenditures in terms of billions.

And, how is this vast sum going to be raised? By taxing every man, woman and child on an average of \$40.00 per year. For a family of six, that means \$240.00 per year for government taxes, to say nothing of the multiplicity of taxes imposed by state and municipal authorities.

But, there are hundreds of thousands who cannot afford to pay any taxes at all. Therefore, the government must look to those who are more able to pay, and to business, to make up the deficit. Business adds the taxes either directly or indirectly to the cost of the product sold and cheerfully passes them on to the consumers, for after all it is the consumers who always have and always will pay the taxes in one form or another, either direct taxes or indirect in the increased cost of living.

Therefore, we, the people of these United States, must pay out of our yearly incomes for a great many years, several billions of dollars in taxes.

President Harding wisely said in his message to congress that it behooves us as a people, individually and collectively as a nation, to practice the most rigid economy in our personal, business and governmental affairs, and to develop individual and national thrift.

In no other way can we meet our obligations and carry the staggering load of debt that we incurred during the great war.

The War Revenue Act of 1918 is not a perfect document. However, its imperfections and inequalities are no greater than might be expected taking into consideration the conditions under which it became a law. It was hastily prepared under the stress of war conditions and many of its features are intended primarily as war measures, applicable only to war conditions.

Congress has now seriously undertaken the task of revising this famous war measure and seems determined to remove some of its inequalities.

No specific plan of Tax Revision has so far been adopted. Congressional leaders are very much at sea as to what should or should not be done. Tremendous pressure is being brought to bear on congress by business interests, large and small, who are pleading to be relieved from special taxes of various kinds.

It is evident that in any consideration of the matter, that congress must keep constantly in mind the government's need for a very large revenue. If the burden is made

a little lighter here, it must be made a little heavier there. It will be largely a question of shifting the burden. The kind of taxes may be changed, but there is very little probability that the aggregate will be any less than it has been during the past few years. We may take the money out of a different pocket but the amount will be about the same.

Congress is not going to repeal the Excise Taxes and other special taxes unless some satisfactory substitute is found to replace the lost revenue. This is the real problem that congress is confronted with right now.

Business is clamoring for the repeal of the Excess Profits Taxes and all of the special taxes applicable to business. Individuals are clamoring for a reduction in the Income Tax rates. Everybody wants taxes reduced. It certainly would be a novelty to find a man who is willing to pay more taxes.

But there cannot be any great reduction without serious impairment of the government's revenue. If these taxes are to be repealed, then some other form of taxation must be found to take their place.

A great many tax revision schemes and plans are advocated by various interests. The one most talked of and which has had more prominence in the daily press than any other is the Uniform Sales Tax. While such a tax would seem to be the fairest and most equitable if applied uniformly to all sales transactions, I do not believe that there is any considerable sentiment in congress in favor of such a tax. We will probably have sales taxes, but not a Uniform Sales Tax.

Several bills have been introduced in congress which include a sales tax of some description. The one which more nearly conforms to our ideas of tax revision is the one that was introduced by Senator Smoot. It provides for a repeal of the Excise Taxes and some of the other special taxes and would impose a Uniform Sales Tax of 1 per cent on all turnovers, exempting total annual sales amounting to \$6,000.00 or less.

In my opinion, taxation should be based solely on income and no form of income

a highly competitive and unprofitable period. Under these conditions a 5% Excise Tax cannot be included in the manufacturers' selling prices and therefore cannot be shifted to the consumers, and it becomes in fact a tax on gross income and must be taken directly out of the profits.

Congress is laboring under the erroneous impression that our industry continues to enjoy the prosperity that it enjoyed during the war period and that practically all candy is sold at high prices. The assumption that a large percentage of the output of the industry is sold at high prices is absolutely incorrect, for we know that 80% of the entire output of the industry is sold by the manufacturers at prices less than 25 cents per pound and that such candy is highly competitive and sold at an unsatisfactory profit.

The general impression that candy prices are high is due, no doubt, to the prices of comparatively few prominent retailers who are located advantageously and whose prices have not been brought down to the present level of values.

Past conditions are no criterion on which to base future calculations as the conditions in the industry have changed very materially during the past six months.

We are facing the most serious crisis in the entire history of the industry. It is even a greater crisis than that which confronted us during the earlier period of the war, when our sugar supplies were threatened and it looked for a time as though we might be put out of business.

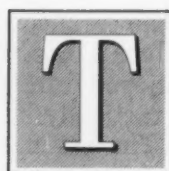
Each and every individual in the industry should exert a mighty effort to convince Congress that the Excise Tax on candy should be repealed. We must give Congress the facts. They should be forcefully presented to every Senator and Congressman and we must have the active support and co-operation of each and every individual in the industry if we are to be successful in our efforts.

Co-operation

An appeal for more of the true organization spirit in the interest of both the individual and the industry.

By A. H. NEWMAN

Secretary, The Midland Club



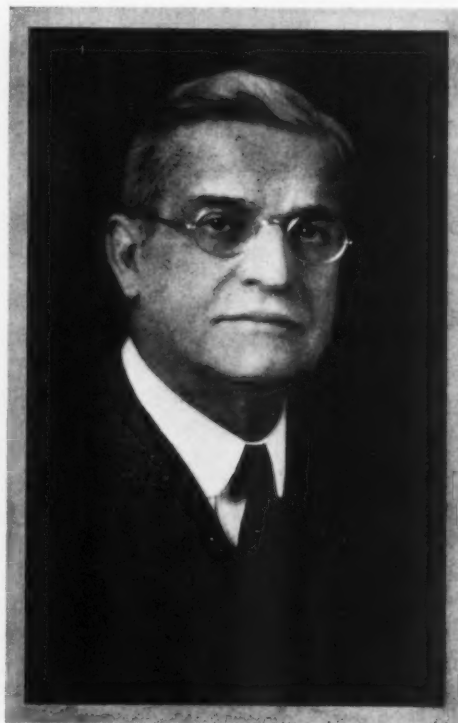
HE federal officials connected with commercial pursuits have been advocating for years the organization of all business lines and have encouraged many a man to work to this end. They have compiled statistical information making comparisons of the different trades, on capital invested, volume of business, net and gross profits—with percentages figured out of one against the other.

The most impressive incident that came to the notice of the writer, occurred about 5 years ago, when Mr. Hurley, chairman of the Federal Trade Commission, produced a list of 44 industries, arranged according to net profits on capital invested, the information being gathered from income tax returns, borrowed for this purpose from the Treasury department, making it perfectly reliable and trustworthy.

No. 1 showed the highest percentage of profit on capital invested and graduated down to No. 44, which showed the lowest percentage.

Much to our humiliation, it was discovered that No. 44 represented the candy industry. This information could not have been secured in any other way, with such precision and accuracy, and while the fact developed spelled disaster, it proved to be a very salutary signal of danger that appeared to be heeded. The incident was seriously discussed at many meetings, and the question of a positive profit received the

consideration that this fundamental principle of business deserved. They have got our number at Washington today, and let us hope that after five years of commendable endeavor intervening between now and then we may have improved our comparative position. No. 1 is just as conspicuous as No. 44, but upon the law of average, we should be at the head of the second division, No. 23. That would prove that our people are figuring their costs right in line with all others. We have not reached that point, but we are on our way.



These cold facts have been educational in our industry and one of the greatest constructive steps taken along these lines was the creation of the cost finding and cost accounting system of the Midland Club. We had in our membership a man who knew how: Mr. H. E. Wyllie, Sioux Falls, S. D., and he headed a committee in 1919 that produced the most accurate and simple system in the history of candy production. It covers the ground completely from the reception of raw material to the collection of bad debts. It has the endorsement and recommendation of all our

Manufacturers' Associations. In the next five years it will be used by the majority of the candy factories—large and small, in the United States, without doubt. It has proved its success and time will do the rest.

The reason for the poor results attained in our industry, has been due to the fact that we had no accurate system. It has been a system of estimates and guesses—some were shrewd and some were positively awful, while others were guided largely by competitive prices—simply a hope and a prayer with a ticket to the poor-house.

In this age of progress there is no excuse for a man to take any chances. He can now know every day the exact condition of his business, putting his finger definitely on the weak spots and promptly stopping any leak instead of waiting until the end of the year for his annual inventory and closing up his books, while in the meantime his losses may have absorbed all his profits.

Associations have been with us for years, and in the olden days every member attending a meeting would secure all the information possible of the other fellows and then go home and put something over to his own personal benefit. If he knew of something that he thought might be of benefit to some or all of the other members, he would lock it up in his vault, or keep it under his hat. There are a few of such antiquated fossils still in existence but the number is small and we have them all labeled "Black Sheep."

The true idea of co-operation is growing steadily—men are getting broad in their ideas and can see that a benefit to one is a benefit to all, and a man expressing some new idea to his confreres may get two or three new ideas that he never dreamed of before he gets away.

The most important development in association work is the confidence established in one another, bringing out clearly the fact that a competitor can also be a friend. The club should be a great big family of boys, all brothers. Social clubs are—why not business clubs; they are in every way the same.

One of our greatest needs today is to properly protect the purity and honesty of our product, the only basis of good business.

Some suggestions have been made to establish a standard of quality that will be dependable and easily recognized by the consuming public. A laboratory, accessible to all interested parties for the solving of problems that today are nuts that can't be

cracked. There is a great scarcity of skilled labor in our industry and a school of candy making—or a number of them—scattered over the country, controlled properly, is another suggestion.

All reputable manufacturers belong to some association, and some associations are doing good constructive work—all of which is commendable, but we must get away from our own personal difficulties and pay more attention to the industry at large. All of these large propositions must be handled collectively and then every individual will receive the benefits accruing. It can't be done any other way.

SUGAR NOTES

Conditions among many of the Eastern Candy Manufacturers are very quiet. Only small stocks are moving owing to heavy old stocks in the market at very low prices. Some manufacturers are still taking delayed deliveries of high priced sugars purchased during the latter part of last year but it is believed that this will not work any material injury to manufacturers as the absorption is very gradual.

Trading in refined sugar futures has been authorized by the New York Coffee and Sugar Exchange. Trading commenced on May 2nd, and the first trading month was July. This and September have been the popular trading months and has been restricted almost entirely to the speculative element. Trading in futures is not taken seriously by the majority of the trade in so far as filling requirements of actual sugar, but a greater interest in this respect seems to have developed in the Middle West.

Total shipments of Hawaiian raws are soon expected to reach the total of 51,000 tons destined for the Atlantic Seaboard. Total shipments to be made are 150,000 tons, purchased some time ago by Atlantic ports' refiners.



Sugar: Strong or Weak?

The True Determination of Sugar Value

by Frederic W. Murphy

Consulting Chemist and Executive

Among the topics which Mr. Murphy will discuss in future articles, will be:—

Sugar and its action and changes with other materials.

Sugar in preserving fruits.

Fermentation in confectionery.

Crystallization and control of the same.

Simple Laboratory control of manufacture.

PRACTICALLY nothing has been written about sugar which is of value in a commercial way to the manufacturing confectioner. In this series of articles it will not be the purpose to give specific formulas but rather to tell the basic fundamental truth about sugar and its use in confectionery.

The basis of all confections is sugar, and the manufacturer knows that certain formulas give certain results, but he does not, as a rule, appreciate that to accomplish any desired result, he must adapt his process of manufacture to the physical properties of his sugar. His production of a specific type of confection is simply the expression of the physical properties of sugar in combination with his other materials.

Knowing the physical properties of the various grades of sugar sold in the open market, and their action in combination with other material, he is in a far better position to produce better confections with more precision and less spoilage than if he produced blindly with rule of thumb methods.

It is most necessary that an explanation should be made of the various grades of sugars produced by the refineries, their physical properties and how they are produced; for the methods used by the refiners in producing the various grades give to

these sugars the properties which do, or do not, lend themselves to the production of specific types of confections.

It is not necessary to start at the plantation and explain how raw sugar is produced, but to thoroughly understand the reasons why the properties of refined sugar vary, it is necessary that one should know briefly the method of producing refined sugars.

Method of Producing Refined Sugars

RAW sugar is received at the refineries in the form of coarse brown crystals, varying in color. The average size of the crystals is about the size of coarse granulated sugar. One of these crystals, under the microscope, shows a film of syrup covering the surfaces. This syrup contains the major portion of the impurities which consist of invert sugar, potash salts and other mineral matter natural to sugar cane.

The refiner washes these crystals in centrifugal machines and obtains whiter crystals and a thick, heavy, black syrup. He then takes the crystals, dissolves them in hot water to a density of about twenty-nine degrees Be., adds lime and phosphoric acid to coagulate the gums and other matter and then filters the liquor. The resulting liquor though dark in color, is bright and clear.

His next operation is one of the most important parts of his process of refining—the decolorization of the liquor by bone char. The brown liquor, freed from gums, contains color and some mineral salts which bone char has the property to absorb, giving a water white liquor 100% pure, just pure sugar and water.

This white liquor is drawn into vacuum pans and the water evaporated. The crystals begin to form as the water evaporates and more liquor is slowly drawn in; the crystals gradually growing larger, the

operator is able to produce large or small crystals at will.

To the confectioner, this process of filtration over bone char, and subsequent boiling under vacuum, is most important, for, at this point is determined the grade of sugar which he should or should not use for any specific type of confection he wishes to make. Naturally the first liquor coming from the char filters is the purest, and, as I stated previously, is just pure sugar and water. But after all the sugar liquor made from washed crystals has been run thru the char filters, additional liquor, from remelted soft, or coffee sugars, followed by the syrup which was washed from the raw sugar, is also run on. One can readily understand that the power of the char, to absorb color and impurities, is not unlimited, so therefore, a point is finally reached when the liquor does not come thru water white. Yet white sugars are boiled from this colored liquor, though to a certain point the refiner is obliged to again refilter the liquor.

To the average eye, all sugars are alike, and the slight variation in color means nothing. Indeed, as far as percentage of sugar goes, there is hardly any variation, as all white sugars seldom show a test below 99 7-10%, the remaining three tenths of one per cent being made up of one tenth of 1% of moisture and two tenths of 1% invert sugar. The latter, it must be remembered, is non-crystalizing. However, I wish to emphasize the fact that though sugars test the same, their physical properties show a wide divergence, and this variation in properties is responsible for spoiled batches.

The confectioner must know at all times that the sugar he is using is of the grade suited to his purpose.

I will now explain my statement that the quality of the liquor, boiled, and the boiling itself is most important to the confectioner. The boiling of the first liquor, which is the purest liquor, is made first, and the sugars produced are called, depending upon the refinery producing them—Crystal A—Diamond A—Brilliant A, or some other trade name; but, they are first sugars from first liquors and are therefore the purest of all sugars produced.

These sugars are, as a rule, packed in barrels, wet, and contain about 4/10 of 1% moisture. These sugars are always of uniform high purity and will produce a de-

sired result year in and year out. Their physical properties are always the same, or in other words, their behavior with cream of tartar, citric acid, or other material will always produce the same result. I must, however, qualify this statement by saying that the properties are uniform for each individual refinery's brand, but first sugars from competing refineries vary for reasons which I will take up in a later article.

Strong and Weak Sugars

SUGARS are known as "strong" and "weak," and first sugars are the strongest sugars refiners produce, though by chemical means, can be made stronger. A strong sugar is known by that term because in comparison with other sugars it is able to combine with more glucose. For example, a confectioner uses 60 lbs. of first sugar and 40 lbs. of glucose, but when he uses another sugar, finds he is obliged to use 70 lbs. of sugar to enable him to use 40 lbs. of glucose and obtain the same result. The latter sugar was a weak sugar. The first sugar is boiled at a higher temperature and is known as a "hot boiled" sugar. A hot boiled sugar will produce a harder grade and a whiter sugar.

I will not at this time go into the specific uses for this sugar, but will later go into the properties which it possesses. It will suffice to say that these first sugars should be used almost exclusively in preference to other grades. On account of their unvarying uniformity of physical properties.

These sugars are, as I said, packed wet, and in some instances, this is an obstacle to their use, for if the shipment is not used up quickly, they harden in the barrel and are used with difficulty.

When these first sugars are made, the crystal is built up to the size desired and crystals and uncrystallized syrup dropped into centrifugal machines and separated. The syrup is returned to the pan and with additional white liquor, a second sugar is boiled.

The object of boiling sugar under vacuum is to boil at a lower temperature than could be done in an open kettle. Sugar, under vacuum, will boil as low as 130° F. Heat breaks sugar down into two sugars, "Levulose and Dextrose," the two together known as "invert" sugar. Invert sugar, when subjected to a heat carmelizes or

(Continued on page 21)



Spoilage in Chocolate Covered Candies

by Dr. A. P. Bryant

Consulting Chemist.

ONE of the most aggravating troubles which occasionally confront the confectioner is that of popping, bursting or oozing chocolate covered candies. Sometimes this trouble is in the nature of cracking or bursting of the protecting chocolate coating and sometimes it is the oozing out of a syrup or gum, usually around the base.

Ordinary chemical analysis will fail to reveal any cause for this condition, but careful examination in the bacteriological laboratory will usually explain the trouble.

In a considerable number of instances which have come under the observation of the writer, the trouble has been found due to two distinct groups of micro-organisms. One group consists of wild yeasts and similar organisms which are found in the air almost anywhere and at all times, and the other consists of various bacteria which gain entrance from impure water, soiled hands and the like.

Where gummy or syrupy liquid has exuded from the candy there is a strong evidence that there are or have been present micro-organisms called bacteria and the particular forms causing the trouble are found in impure or stagnant water and may also be introduced from lack of personal cleanliness on the part of employees. It is also possible that they may come from some of the raw material used in candy making, especially from gelatine when insufficient heat has been employed in the preparation of the candy or rather of the gelatine, to kill these organisms.

On the other hand where a chocolate covered cream or marshmallow has been broken open or burst it will usually be found that the interior appears porous and smells yeasty or sour. This is due to an infection

by wild yeasts and shows either lack of proper care in cleansing tubs, utensils and apparatus or the presence of too much moisture in the centers. A sugar or corn syrup acts as a germicide unless too much water is present, in which latter case they become foods for the wild yeasts. During the growth of these yeasts gas is formed which causes the breaking open of the chocolate envelope and the candy is spoiled.

It may be stated as a general proposition that the spoilage of candy is due in at least 9 times out of 10 to carelessness in the factory, and in the remainder of cases to incomplete sterilization of the ingredient entering into the candy, more especially the gelatine. A change in methods of manipulation or in the source of supply would remedy the latter difficulty.

The only germicide available to the candy manufacturer today is heat and this is the most efficient of all anyway. In the olden days a preservative was frequently used by the candy man as well as by the manufacturer of other food products to prevent further inoculation of a material after it had been manufactured. Today we can sterilize completely, but the avoidance of further inoculation depends upon extreme care in the factory and as near perfect sanitary conditions as can be obtained.

The Chemists Roundtable

Under this department will be printed letters relating to laboratory problems. Will someone suggest a subject to be discussed. Who will volunteer to write an article on some phase of raw material analysis and its application to some particular confection?—Editor.





Candy Costing

by Clyde E. Murray

Vice-President, The Stevenson Association

Mr. Murray has been actively engaged in Industrial, Efficiency and Production Engineering for the past fifteen years. For the past five years he has been particularly active in the Candy Industry. He outlined and supervised the installation of the Cost System which is used by over twenty of the largest candy manufacturers in the East. For two years Mr. Murray was Vice-president and General Manager of one of the nationally known chocolate companies and has recently returned to the professional field.

Mr. Murray will contribute to The Candy Manufacturer a series of articles dealing with the costing problems in the industry and discuss in detail the various factors which make for accurate costs, maximum labor and machine efficiency, production control and industrial relations.—EDITOR.

THERE have always been two great basic reasons why manufacturing enterprises in this country have not shown adequate profit in depression periods—as a matter of fact, prior to 1914, even averaging up depression periods and expansion periods did not show adequate profit. With the exception of three basic industries which made 8% to 12%, practically all the other industries of this country showed a net return on the capital invested of 6%. This, of course, excludes specialty lines and refers only to basic industries to which class the candy business belongs.

These reasons are lack of knowledge and fear. The second reason breeds from the first. There are a great many of our manufacturers who have continued to do business without any actual knowledge of what their

goods cost them to produce and sell. This lack of knowledge is not confined to the candy industry, but unfortunately for that industry is more prevalent therein than is the case in other lines.

It is perhaps indulging in generalities to too great an extent to say offhand that none of the manufacturers of candy know just what each unit or piece in their line costs them to manufacture. It is true, however, that not more than 15 per cent of the concerns in the candy business have an accurate, definite knowledge of their costs. Almost every concern has a cost finding method, but these vary so radically as to preclude any chance of a common meeting ground for the methods are fundamentally wrong, and do not furnish an accurate picture of factory performances.

The question of costs is not one of merely academic interest. It is, as a little thought will show, a matter of real concern, for if costs are to be utilized to the greatest extent as guides to executive judgments, the cost of each article must be calculated so accurately as to reflect its individual status as a profit earner.

The present condition of the candy business emphasizes more forcibly than countless articles or arguments the need for accurate cost finding methods.

Admittedly there is an over production of candy with its consequent effect on sales prices. This is a natural situation following the entrance of new concerns and the expansion of old concerns in the candy business. This condition will automatically adjust itself in time, however, for it means the survival of the fit.

The manufacturer who does survive is the manufacturer who has put his house in order, who knows his costs, who demands maximum labor and machine efficiency (even on part production), in other words, the manufacturer who has a clean-cut, graphic picture of every angle of his business.

A cost system must, in order to cover the ramifications of the candy business, embody certain qualifications and perform certain functions:

First: It must be so severely simple in its outline that it will not become cumbersome and unwieldy.

Second: It must be so entirely logical as to be readily understood in every detail of the executives and department heads in the plant. Many good cost systems have failed because the executives were not familiar enough with the details and were inclined as time went on to minimize the value of certain functions which the cost system should perform. An executive should realize that a system has no brains, it is merely a method for applying brains.

Third: It should be sufficiently elastic to show at all times, whether it be a slack period or a rush period, an exact picture of the business.

The above covers the qualifications of a cost system. The following shows the functions of a cost system.

First: It should present at all times a statement of the condition of raw material stocks. This statement would show low

spots and high spots insuring activity and turnover of material and prevent shortages.

Second: It should show monthly the increase or decrease in goods in process, thus automatically forcing proper production control.

Third: It should present monthly a record in dollars and cents of the finished goods on hand, thus insuring maximum times turnover of finished product.

Fourth: It should show to the factory manager a record departmentally of loss and waste. This record can be compiled weekly or monthly and would be presented in comparative form so as to show up the sore spots.

Fifth: It should show a detailed comparative analysis of overhead expense departmentally and monthly. Many concerns have failed through lack of attention to overhead expense.

Sixth: It should present a weekly and monthly analysis of factory payroll showing percentage of non-productive labor to productive labor.

Seventh: It should present, preferably through the medium of graphic charts, a record of relative labor efficiency and performance for each department.

Eighth: It should present also through graphic charts, a record of machine activity and performance for each machine department.

Ninth: To a manufacturer of chocolates, it should present a record of actual performances of material. If the average standard coating requirement is 38 per cent and the actual performance is 44 per cent, the cost figures should show where the loss is.

Tenth: It should show the material loss if the candy makers are not running to standard formulae. It is easier for a candy maker to obtain his weight by putting in a scoop of sugar than it is to bother with corn syrup.

Eleventh: It should show the manufacturer his loss in packing materials and findings. The loss yearly to the candy industry through careless handling of these materials is enormous.

Twelfth: It should furnish a unit cost on each article in the line.

Thirteenth: It should show a comparative monthly analysis of sales expenses.

Fourteenth: Finally it should tie all of

Candy Costing

(Continued from page 19)

these various items of cost to the financial books, and present an accurate monthly profit or loss figure. The manufacturer who waits for a physical inventory semi-annually or annually to close his books and discover his profit or loss is flirting with disaster.

All of these functions a properly balanced cost system will perform and with a comparatively small amount of clerical expense. For a concern doing upwards of one and one-half to two million dollars a year, the cost system can be handled by one, or at the most, two clerks.

While a cost system is used ordinarily as a guide for the establishment of sales prices, it performs the most important function of watch dog. It is the manager's ears and eyes, and will disclose inefficiencies and losses in operating which otherwise would continue unnoticed.

A cost system will point out to a manufacturer possibilities in his business of which he is not aware. The manufacturer who does not work up to these possibilities is not doing his duty to his stockholders, his employees or himself.

Succeeding articles will deal specifically with the various factors in candy costing. These articles will discuss perpetual inventory, treatment of overhead expense, application of this overhead expense and the numerous other details which make for proper costing methods.

COMING—

A Series of Six Articles on Things Known and Unknown—Mostly Unknown

About the Candy Package

by James H. Rook

1. *The Decorative vs. the Plain Package. Which?*
2. *The Candy package distinct from any other container.*
3. *The decoration, coloring and sizes of candy package.*
4. *Why a candy container should be timely and serve no other purposes afterwards.*
5. *The National and the Local Package. Colors influenced by atmospheric conditions.*
6. *The fancy name—its for and against. A suggestion for its remedy.*

The Export Manager Roundtable

From a Letter to the Publisher

I have your letter of the 9th inst. from which I am glad to learn that through the columns of "The Candy Manufacturer" it will be possible for exporting candy manufacturers of this country to secure an interchange of experiences, ideas and problems. Undoubtedly, such a feature is opportune and will be for the best interests of the American candy industry. The advantages of a constant and substantial foreign demand for American confectionery are obvious. We are all familiar with the situation that existed during the war years. Exports of American confectionery ran into many millions of dollars and no manufacturer found it possible to fill his foreign orders complete. This condition, however, has not existed since the early months of 1920 and as a result exports of confectionery from the United States this year will only approximate those of 1913 and 1914. Of course, the problem of sustaining foreign sales is not peculiar to the candy industry, as practically every manufacturer in the United States is confronted by a tremendous shrinkage in foreign orders. Nevertheless, "1921 Rewards Fighters," and if candy manufacturers will co-operate and fight together along lines that are compatible with the highest ideals and purposes of American business, we should succeed in maintaining our export trade on a basis that will reflect credit on the industry as a whole.

I shall be very much interested in following the discussions on foreign trade as they appear in your publication.

Very truly yours,

(Signed) HARRY E. HORN.

Export Sales Manager, The Walter M. Lowney Company.

In the July Issue:

Dealers Help That Help

JOS. POTSDAMER

Cocoa Beans 20 Years Ago and Today

EMIL PICK

TEN WAYS TO KILL AN ASSOCIATION

If you do come, bring your hammer.

Talk hard times, wear old clothes, look the part.

Find fault with officers, committeemen and other members.

Never accept an office—this gives you more freedom to criticize.

On important question, don't vote—it probably wouldn't be counted anyway.

Don't bother about getting new members—that's George's job—let him do it.

Take your time in paying dues, or don't pay at all—if you paid up promptly, the secretary would have nothing to do.

In open forum keep your opinions to yourself. Then, after the meeting, tell everyone how things ought to be done.

Do nothing more than is absolutely necessary. If you hold back, probably somebody else will do the work; then howl that the Association is run by a clique.

(With apologies to The Cotton Oil Press.)

Sugars: Strong or Weak?

(Continued from Page 16)

burns to a more or less degree, according to the heat and length of time subjected. Now each boiling, even though done under vacuum, produces small amounts of invert sugar and caramel. As each time the boiling is made, the syrup is separated and returned to the pan to be reboiled, there is a gradual accumulation of invert sugar and caramel, the latter, giving color to the syrup.

Now, invert sugar does not crystalize and as the crystal is forming, from sugar liquor, which has invert sugar and color in it, the crystals will incline within itself some of this invert sugar and coloring matter.

Second Sugars

AS I stated above, the syrup from the first sugar is returned to the pan and the second sugar boiled. Obviously, this second sugar contains a small amount of invert sugar and color. This sugar is a "strong" sugar, but not as strong as a first sugar. The more invert sugar the crystal includes, the weaker the sugar will be and the less glucose it will take when used for confectionery. It is this inclusion of invert sugar and color in the higher grades of sugar which make them weak. The invert sugar and the natural salts of the cane, make the lower grades extremely weak, finally resulting in non-crystalizing sugars, which are so weak that they of themselves are syrups.

The second sugars are called "N. B." or "No Blue" Sugars, or are called by some other trade name. Bluing of sugars, however, has not been done by reputable refiners since 1906, but this name, "N. B.,"

was the name given these sugars which were boiled after the first sugars, and is still retained to distinguish them from the ordinary fine granulated sugars.

A second sugar is one which runs fairly uniform in physical properties, and is packed dry. A cream, as white as one made from a first sugar, cannot be expected, yet it is a general utility sugar whose physical properties will run fairly uniform in all shipments.

In this article I have devoted considerable space to two sugars, and have shown why the sugar of highest purity is the strongest sugar. I have shown why the sugar next in purity is not as strong on account of the included invert sugar. Later I will show that as the process of refining goes on, the sugars produced are less pure and correspondingly weaker. I will then take up the specific actions of various grades.

I cannot urge upon the confectioner too strongly to fix firmly in his mind that successful production is dependent upon this principle of strong and weak sugars.

In closing I would call your attention to the fact that all confections vary in character from hard to soft, and their degree of hardness or softness is entirely dependent upon the percentage of non-crystalizing invert sugar which they contain, which is determined by the degree to which the sugar used has been inverted in the process of manufacture. This is another way of saying "that a strong or weak sugar" was used, for a strong sugar resists inversion, whereas a weak sugar inverts more easily, depending upon the degree of purity of the liquor from which it was boiled.

(To be continued in July issue)

WANTED

Special News Correspondents in Boston, New York, Philadelphia, Cleveland,
The Northwest, Southern States and Pacific Coast States.—Publisher.



Announcing—



Henry B. Floyd Ph.D., L.L.B.

Who will have charge of the two
departments devoted to

TRADE MARKS AND PATENTS

Dr. Floyd is a member of the bar, a registered patent attorney, and is now associated with Mason, Fenwick and Lawrence, in charge of their Chicago office, following legal services for the United States Government, a professorship in George Washington University College of Pharmacy and active practice in Washington, D. C., and several states.

While specializing in patent and trade-mark law, Dr. Floyd is eminently qualified by reason of experience to advise and counsel in matters before the Internal Revenue Bureau, the Department of Agriculture, and other government departments before which our readers may have business.

The Purpose of the Department

PRIMARILY, it is the object of this department to provide authentic information for the inventor and the owner of patents. Additionally, it is the purpose of the editor to discuss informa-

tively such provisions of the Patent Law as are of material consequence, and lastly, to comment upon leading cases for the interpretations of the law therein found and for the lesson contained in each.

An Outline of the Subjects to be covered in the next Twelve Issues

WHAT constitutes a patentable invention, who may apply for a patent thereon, and how others may acquire an interest therein, will provide material for early discussion. Novelty in a patentable sense, and the several types of invention will be considered.

To enable enlightenment upon procedure before the Patent Office, there will be given a historical sketch of the Patent Office, and an outline of the requirements for a complete application.

Interferences; forfeiture; abandonment; re-issues; preliminary, infringement and validity searches;

the government fees; and the duties of the attorney will be taken up in proper order.

Foreign patent protection, its advantages, and its peculiarities, with respect to taxes and "workings" will also receive adequate attention.

Stress will always be centered upon those features of the law of ultra-importance to the producer, and efforts to avoid technical parlance will be constant.

Questions of general interest brought to the attention of the editor from time to time, will receive due consideration.

Unfair Competition, Trade Marks and Copyrights

by Henry B. Floyd, Ph. D., L. L. B.

Mason, Fenwick and Lawrence

UNFAIR competition is well defined as the passing off, or attempting to pass off, upon the purchasing public, of the goods or business of one person as and for the goods or business of another.

To avoid the ruinous effects of unfair competition, merchants early adopted means whereby the public might identify their goods. Names, signs, symbols or devices attached to the goods, to distinguish them from similar goods made by other manufacturers and to identify them as the goods of a particular trader, were resorted to. These names, signs, symbols, and devices constituted what is now known as trade marks and these are often defined as the commercial substitutes for the trader's own autographic signature, for certifying to the genuineness of the goods to which they are affixed.

With this idea in mind, it is apparent at the outstart that a trade mark should be a name, sign, word, symbol or device subject to exclusive appropriation. Names of persons, geographical terms and descriptive words have been most frequently adopted as trade marks. This accounts for the immense amount of litigation reported relative to trade marks. One is always entitled to use of his own name; geographical names can be monopolized by no one; and none has a monopoly upon the adjectives of the language; hence, none of these marks have ever proved wholly satisfactory for trade marks. Notwithstanding this, their use is persisted in to the present time. While trade mark ownership is acquired under the rules laid down at common law, the United States Government and all other nations have provided statutory regulations covering remedial measures for the protection of such marks. Much confusion arises from a misunderstanding of the functions and relations of the common law and of the statutory law to trade marks.

Few owners of trade marks comprehend

their office and functions, the extent of their rights, how marks are or may be transferred, what compromises an infringement, and the boundary benefits derived from registration of the marks with the governmental bureaus to receive such registrations.

Those about to embark upon the manufacture and distribution of new goods or brands, seldom understand how trade marks are acquired, what is essential to make them valid, what constitutes trade mark user, and the requirements which must be met before a valid registration of the trade mark may be had. Again, few are well acquainted with the general rules governing what may constitute a technical trade mark and the particular classes of marks which are not subject to exclusive appropriation. Seldom is one found who knows the effect of deception and lack of good faith and truthfulness with respect to either the mark or the goods to which affixed, and even less seldom does one know that until a device intended to be trade marked is actually adopted and used, there is no means by which it can be protected.

This department will from time to time devote its columns to discussions of trade mark law and unfair competition. Of the former much will be said with respect to the nature of trade marks, their acquisition, what constitutes a valid trade mark, and the pitfalls which one about to take a new trade mark must avoid. The nature of unfair competition and the general rules of law governing competition will be taken up in conjunction with the discussions of trade marks. Supplementing this, there will be remarks upon what marks may be protected by federal registration and by state registration and the character and nature of the protection thus afforded, particular attention being given to define the function and purpose of such laws.

Much of the misunderstanding with re-

(Continued on page 33)

Trade Marks

Published in Official Gazette of April 26, 1921, published May 3, 1921. Notice of opposition must be filed within thirty days.



Marigold
Chocolates

Daphne



BIG BOY

WHIRLS

Plee-Zing

NAVAJO BRAND

PARK SQUARE

MELBA

Paramount

FLEXIBLE

TRY-ME



FLEXIKLE—Ser. No. 134,029. (Class 46. Foods and Ingredients of Foods.) National Licorice Company, Brooklyn, N. Y. Filed June 22, 1920. Under ten year proviso.

Particular description of goods.—Licorice-Candy. Claims use since Jan. 1, 1895.

CHERY BOMB—Ser. No. 115,996. (Class 46. Foods and Ingredients of Foods.) Mason, Au & Magenheimer Conf. Mfg. Co., Brooklyn, N. Y. Filed Feb. 19, 1919. No Claim being made to the word "Masons" apart from the other features of the mark shown in the drawing.

Particular description of goods.—Candies and Chocolates.

Claims use since Jan. 5, 1918.

JOLLY GOOD—Ser. No. 114,820. (Class 46. Foods and Ingredients of Foods.) Gray-Juergens Co., Cincinnati, Ohio. Filed Dec. 26, 1918. No exclusive claim being made to the words "Jolly Good" except in the connection shown in the drawing.

Particular description of goods.—Syrups.

Claims use since Dec. 18, 1918.

MARIGOLD CHOCOLATES—Ser. No. 127,754. (Class 46. Foods and Ingredients of Foods.) Dinou Brothers, Chicago, Ill. Filed Jan. 30, 1920. No claim is made to the word "Chocolates" apart from the mark as shown in the drawing.

Particular description of goods.—Chocolate Candies.

Claims use since Jan. 6, 1920.

DAPHNE—Ser. No. 141,314. (Class 46. Foods and Ingredients of Foods.) John Kotsovetes, Indianapolis, Ind. Filed Dec. 20, 1920.

Particular description of goods.—Candy and Chocolate Bars.

Claims use since Dec. 1, 1920.

WHIRLS—Ser. No. 141,070. (Class 46. Foods and Ingredients of Foods.) Kibbe Brothers Company, Springfield, Mass. Filed Dec. 14, 1920.

Particular description of goods.—Candy.

Claims use since Oct. 2, 1912.

BIG BOY—Ser. No. 123,890. Class 46. Foods and Ingredients of Foods.) Garrison-Cook Candy Co., Macon, Ga. Filed Oct. 17, 1919.

Particular description of goods.—Stick-Candy.

PLEE-ZING—Ser. No. 142,059. (Class 46. Foods and Ingredients of Foods.) Dilling & Company, Indianapolis, Ind. Filed Jan. 11, 1921.

Particular description of goods.—Old-Fashioned Taffy-Candy.

Claims use since September, 1919.

NAVAJO BRAND—Ser. No. 140,708. (Class 46. Foods and Ingredients of Foods.) California Chocolate Shops, Inc., Los Angeles, Calif. Filed Dec. 7, 1920. No claim is made to the exclusive use of the word "Brand" apart from the mark shown in the drawing.

Particular description of goods.—Candy.

Claims use since Oct. 25, 1920.

PARK SQUARE—Ser. No. 142,104. (Class 46. Foods and Ingredients of Foods.) Schuler Chocolate Factory, Winona, Minn. Filed Jan. 11, 1921.

Particular description of goods.—Chocolate Candy.

Claims use since July, 1920.

MELBA—Ser. No. 133,492. (Class 46. Foods and Ingredients of Foods.) Fernand Plumenail, Paris, France. Filed June 9, 1920.

Particular description of goods.—Chocolates of All Kinds Crude Chocolate, Chocolate or Cocoa Powder, Confectionery, Bonbons of All Sorts, Cakes, Pastries, and Biscuits.

Claims use since 1915.

PARAMOUNT—Ser. No. 142,103. (Class 46. Foods and Ingredients of Foods.) Scholer Chocolate Factory, Winona, Minn. Filed Jan. 11, 1921.

Particular description of goods.—Chocolate Candy.

Claims use since 1913.

TRY-ME—Ser. No. 139,121. (Class 46. Foods and Ingredients of Foods.) Walter J. Hirsch Co., Chicago, Ill. Filed No. 3, 1920.

Particular description of goods.—Peanut-Butter.

Claims use since the year 1914.

MAPLE LEAF—Ser. No. 142,670. (Class 46. Foods and Ingredients of Foods.) Maple Leaf Sweets Candy Company, Chicago, Ill. Filed Jan. 22, 1921.

Particular description of goods.—Candies.

Claims use since November, 1913.

A Little Preachment on Wooden Pails

by G. H. Weston, Secretary

The Associated Woodenware Manufacturers

It is a rather peculiar thing that one of the oldest shipping containers—the wooden pail—has been so little commented upon from the standpoint of the service it can render in bulk shipments of confectionery.

Wooden pails have over a century of experience behind them, and hundreds of thousands are used every year for shipping candies of various kinds. It is estimated that about 160,000,000 pounds of candy was packed and shipped in wooden pails in the year 1920, and considerably more than this in 1919.

These containers were made altogether by hand for many years, but in 1834—just 87 years ago—the first pails were turned on a lathe in a little water-power shop in Waterville, Mass. Today, they are still turned on lathes, having refinements over the first lathes, of course.

In these 87 years, a great deal of thought and observation has been given to packing and shipping requirements, for, after all, no shipping containers are worth much and could endure very long unless they are easy to handle, easy to pack, and can insure that the goods will reach the consignee in first class condition.

One of the first considerations affecting shipping containers is their shape. Wooden pails are tapered. This permits the pails to be nested with a consequent saving of much space—and space is always a most important matter around all candy manufacturing establishments.

Wooden pails would give fair service if they were made thinner and were less firmly hooped, but the manufacturers of them do not believe in taking any chances of that sort in the interest of a false economy. Like other plants, woodenware factories have to burn fuel, so the policy is to throw out all questionable material and to put the best into staves and heading for pails. All waste material is fed to the boilers. Step into any packing room and one can see the result of this policy by the way the wooden pails stand abuse. They are slammed around in regular Jack Dempsey style, but they bear up under all this hammering in remarkable manner. It is a rare exception to injure one.

Easiness in handling and packing is a prime requisite for all shipping containers. Their ruggedness, combined with the fact that the top of the pails is the large end, insures handling and packing with a minimum amount of time and effort; in other words, they readily lend themselves to the principles of scientific management and efficiency methods. This has an important bearing on packing costs.

It is not intended to convey the thought that wooden pails will stand up under any treatment. There is hardly anything that is foolproof. But actual tension and compression tests have demonstrated that kid glove methods in packing and shipping departments are absolutely unnecessary.

The covers and staves are made of soft wood and, consequently, are very difficult to split; however, in the interests of shipping requirements, a little care should be taken to see that all nails are driven in properly. After this, all that it is necessary to do is to see that the wire seal is twisted up all right and then one has a container that is ready for a long and rough journey and one that will give evidence very easily if there has been any tampering with it by persons wanting to get at the contents. If you doubt this, just untwist a wire seal, then twist it up again and watch the result.

There is some thought that wooden pails have their major use in the packing and shipping of hard candies—the cheaper grades. This is somewhat of a delusion, as high-priced chocolates are often packed in them. The cost of the pail is a very small percentage of the cost of the candy in it and one can easily afford to pack first-class goods in a container that is so hard to smash or even dent.

The staves of the pail are thoroughly kiln-dried and this gives pails one of their most important attributes—excellent thermos qualities. If it is desired to test this out, just ask mother or wifey to bake some of those delicious home-made doughnuts. Put some in a wooden pail, some in a glass jar, some in a stone crock, and some in a metal can. Cover each of these containers well. In a couple of weeks, sample a doughnut from each. It will be found that the doughnuts in the wooden pail are "bum" eating, because they are pretty well dried out, while those in each of the other containers are excellent eating—moist and soft. Which proves the point that the kiln dried wood absorbs the moisture. This principle applies to candy of all kinds every bit as much as to doughnuts. Wooden pails tend to keep moisture out of candy. This is a rather overlooked, but important point for packing departments to consider.

Here is a point that is not very well known, yet is important. The taper of the pail, combined with the clinging nature of the wood (incontrast to the smoothness of such materials as glass, glazed paper, etc.) causes each layer of candy to grip the sides of the pail, thus distributing considerable pressure on the sides of it instead of on the layers of candy underneath.

The leading manufacturers of wooden pails have recently organized a Service Bureau with the prime object of co-operating with the users of pails along lines of mutual interests. If better or stronger or more durable or more economical wooden candy pails can be made, these manufacturers intend to do it. But to find out about all such matters, co-operation between the manufacturers of wooden pails and candy is necessary. The office of the bureau is now established at 79 West Monroe St., Chicago.

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The Sugar Situation

IO present a comprehensive view of the sugar situation as it appears at the present time, it is necessary to keep before us the most important happenings of the past four months (a period ending May 7th, the date of this writing), having a direct or indirect important effect on sugar. Naturally these important events guide us materially in forming our conclusions as to the future of sugar, say for the balance of the year 1921. The manufacturer no doubt has in mind constantly the matter of supply of raw material and is constantly endeavoring to determine whether supplies will be sufficient and to what degree and whether the average price for the year will be low enough to allow of marketing the finished product at a price to successfully meet competition in sufficient volume to show a healthy operating profit. Sugar, therefore, is probably being studied more closely this year than it has been for several years past, that is, studied seriously and given real deliberate sound consideration by all who are concerned in the article, from producer to consumer. Economic and particularly financial conditions have forced more serious consideration of the production of sugar as well as of the buying power to absorb the finished product and the products into which sugar enters materially into their manufacture.

Financial conditions which have prevailed in sugar during the early months of the year and which are likely to prevail for some few months until some profit can be credited to the handling of the article, have played the most important part in framing the course of sugar supplies, markets and prices to date and has placed sugar in line with all other business for readjustment following war conditions. Finance, or perhaps more correctly, money, we might say,

has been the governing feature of supply and demand, particularly on the Western Hemisphere where it has been a struggle to obtain the producing and carrying power in money and a struggle to obtain the buying power in money even with the existence of a fair assurance of sufficient supplies in sight at all times, while the Eastern Hemisphere, particularly Europe, excepting those countries absolutely poverty stricken that have not entered seriously into sugar production or consumption during recent years, well schooled in economy, had only to endeavor to increase their production slightly to meet their needs. Even England and France, who of recent years have been heavy buyers of sugar from the Western half of the Globe, are this year using more sugar from Eastern countries, displacing that much Cuban raws and American granulated, leaving same for the Americans to consume.

With direct reference to the United States, at the beginning of the year unsold stocks carried over were considerable, consisting principally of Cubas in the United States and Cuba and domestic beets. This condition favored buyers while it caused some anxiety to sellers, and has continued throughout the first four months of the year, offset to some extent by the exercise of control by the Cuban Government in its efforts to benefit the Cuban producers. The Cuban Sugar Finance Commission, acting under the authority of the Cuban Government, and having a Sub-Committee in New York, have been partly successful inasmuch as they advanced the price of Cuban raws resulting in an advance in the price of sugar throughout the United States, but the effect was of a temporary nature by reason of the accumulating stocks in the Island and slow sale of the crop into consuming channels.

The United States markets, after the first spurt of the Cuban control plan, have declined to within $\frac{1}{8}$ cent of the low price

for the year which prevailed prior to this control. This latter decline has been forced there by the heavy stocks of raw sugars, the limited demand for refined sugar both here and abroad coupled with constant reductions in refined prices, and restricted trading in sugars in general. It is generally believed that prices would now be at a slightly higher level and in a healthier condition if Cuban raw sugar had been left to free and unhampered trading in accordance with the natural law of supply and demand. While the price would probably be higher than it is today, general trade conditions would be far more satisfactory. The Cubans have been protected, and it remains to be seen whether their protection has been satisfactory to themselves, but business has been restricted to a hand to mouth basis throughout the first four months of the year, even at attractive prices to buyers. The constant reductions of refined sugar prices by those opposed to Cuban control have further influenced buyers to hold off and cover only their immediate needs from time to time, thereby creating a condition where we find raw sugars, other than Cubas, arriving which must be sold on an unwilling market and having a continual depressing effect. Beet prices must necessarily follow this course with a restricted demand and we find domestic producers vigorously urging an increased tariff.

All things considered, it is questionable whether the manufacturing and consuming trades have benefited materially by the sudden bursting of the 1920 sugar bubble and subsequent low level of prices. The entire industry has had its tremendous difficulties to surmount. These are too numerous to discuss in detail here, but it can be said that they are not over yet and many rough places in the readjustment process are still to be encountered before normal conditions again prevail. Artificial control of sugar which is only partial in its relation to the rest of the World and its scope can only tend to a continuance of unhealthy conditions and only postpone the day when actual painful readjustments must be made; and while these readjustments, when they come, may hurt for a brief period, the ultimate result will be a healthy return to normal conditions governed by the natural law of supply and demand.

Proposed Tariff revision has also had its effect on curtailment of purchase of supplies for future requirements. This feature

of the sugar situation is still uncertain, both as to the time the new sugar tariff will become law and the possibility that the sugar tariff may not be revised. Tariff revision occupies only a secondary position in sugar circles at the present time and its effect has been largely anticipated and discounted. If it comes, the business is prepared to care for it. If not, it will be soon forgotten.

We have been and are now passing through a period in which buyers and consumers of sugar are closely adhering to the natural law of demand. They are very keen observers of the situation and are not being carried into any liberal buying movement, partly on account of financial conditions, but mostly on account of the knowledge of the fact that there are sufficient supplies in sight and that sugars imported from countries other than Cuba are selling in accordance with the same natural law. Buyers are also practising economy in the purchase of sugar as well as any other article, having not fully recovered from their experiences of last year, and they observe the possibility of our per capita consumption for 1921 being less than that for 1920, which was 86.56 pounds and stimulated by far different conditions than we have this year.

While the visible production of Cuba to April 30th is estimated at 383,605 tons less than last year at this time, and 268,633 tons less than in 1919 at this time, stocks in the United States and Cuba together on last uneven dates prior to May 5th were 1,385,922 tons, an increase over last year at this time of 605,322 tons. Three factories only have completed grinding and 195 are still working. Taking these facts into consideration together with available supplies of Porto Ricos, Hawaiians and the domestic beet crop, as well as the slow demand for raw sugars abroad and for refined sugar both here and abroad, we are assured of ample supplies for the balance of the year.

The only possibilities of upsetting the foregoing conclusions are:

1. A crisis in Cuba which might be caused by the tremendously increasing cost of carrying the producers and stocks under the slow marketing of the crop. If finances should fail it would likely result in closing a considerable number of factories prior to completion of their crop and give a final crop outturn far less than accepted present estimates which are based on present rate of harvesting. It would likely sustain prices

(Continued on page 32)



Fundamentals of Purchasing

by Harry Bottsford

Assistant to President, National Association of Purchasing Agents

FUNDAMENTALLY the principles of purchasing hold true regardless of the industry involved. On the face of it this may seem like a rather broad statement, but nevertheless it is one which may be backed by evidence indisputable.

The evidence to which the writer refers has taken concrete form in the National Association of Purchasing Agents with our 4,000 members, representing hundreds of diversified industries.

If 4,000 purchasing agents bind themselves together in an organization of this magnitude—if this many hard headed and clear thinking business men whose very business is analysis believe in a general association of purchasing agents for the common good it is a pretty sound and conclusive proof that purchasing is builded on common fundamentals and that one purchasing agent can be of real service, not only to the group as a whole but to individual members of his local organization.

Does it seem rather far-fetched that the purchasing agent for a candy manufacturer should have any purchasing interest in common with the purchasing agent for a firm producing mechanical units of some nature? It does not seem, in the first analysis, that there is any connection whatever. As usual we jump at the conclusion that the one purchasing agent only buys sugar while the other only buys metals. As usual, when we jump at conclusions, our assumption is not based on actual facts.

Now for a little analysis of the things these two purchasing agents buy in com-

mon. First there is printing—catalogues, folders, and stationery. The machinery man and the candy man both purchase small and large boxes. Again they meet on common ground when they buy power, whether their power be made by coal, oil, gas, water or electricity. Both may use motor trucks in either large or small numbers, and this in turn means that both purchasing agents must buy tires, automobile oils and gasoline in some quantities.

I might go on and quote a number of other things which these two purchasing agents purchase in common: office furniture, small motors, lubricating oils and power transmission units. The machinery purchasing agent has been selected for this comparison to prove that the purchasing agent for a candy manufacturer is not isolated in any sense by reason of the nature of his purchases.

To continue the analysis of purchases, let us take into consideration the purchases which a candy manufacturer's purchasing agent must make—his principal purchases. These will probably be confined to syrups, flavoring extracts, nuts, sacchrine, chocolate, cocoa and fruits.

Is there any other purchasing agent buying similar material. Certainly! Any number of them. Tobacco manufacturers are buying and using large quantities of syrups and sugar, and one large manufacturer of pipe tobacco owes the unusual flavor of his tobacco to the fact that chocolate is added to it during a part of the process of curing and this firm is one of the largest buyers of chocolate in the United States.

There are hundreds of firms making proprietary medicines who are buying and

Continued on page 33

Candy Factory Management

by F. P. Siebel, Ph. C.

President, Siebel Institute of Technology

THE layman realizes in only a very small degree the importance of efficiency and its correct application in the management of a candy plant. To the candy plant superintendent, the first task presented is that of securing harmonious co-operation among the employees under his care. This must be supplemented by a keen analysis of the possibilities of the equipment and facilities of his plant and a clear idea of the ultimate destination of the products turned out.

Lucky indeed is the factory superintendent who can claim a perfect inventory system which gives him daily an accurate conception of the amount of raw material on hand, his turn-over and future requirements.

While, naturally, the superintendent should be able to delegate much of the great bulk of detail work connected with his position to his assistant or assistants, he will do well to keep in close contact at all times with every department in his organization so that, in case of emergency, he can tie up the thread which has been broken by the elimination of one or two semi-executives without hindrance or delay to the continued smooth operation of his working machine.

It is not my purpose to take up at any length the supervisory duties of a superintendent. Every factory has its own peculiarities, its own problems and conditions and only actual practical experience can teach the superintendent how best to direct his working forces so as to achieve results in the shortest time at a minimum cost.

However, I would like to go a little more into the detail of a problem which is becoming daily of greater importance and more vexatious to the superintendent—that is, the **technical control of his plant.**

By technical control, I mean his ability to judge the relationship to one another of

the various flavors, syrups, sugars and other flavoring and sweetening agents which contribute to the makeup of his products. He must have a knowledge of chemistry to enable him to distinguish any notable changes that may take place between one or more of the different materials that enter into the manufacture of his product—and above all he must be able to make certain tests whereby he can verify the purity and uniformity in strength of each of the various ingredients which he employs.

Granting that he has a superficial knowledge of the various materials—this is not sufficient. He must also be able to judge their action if any when used in conjunction with one another and the correct amount of each to be employed to bring about the best results.

If memory serves me correctly, a recent article in one of the big dailies brought out the interesting fact that during 1920 several hundred million dollars had been spent by the people of the United States alone for sweet goods.

Science has determined the nutritive and health giving properties of candy, both as a food and delicacy and these investigations, coupled with the intensive and progressive advertising conducted by candy firms of international reputation make it certain that before long these figures will be greatly increased. There can be no question, even to the casual observer, that the candy and confectionery industry is assuming proportions of gigantic character and is making rapid strides towards becoming one of the leading industries of the world.

And, as the industry progresses, the need of men capable of directing intelligently the ever-increasing mass of workers, who are entering this field, is becoming more apparent every day.

I am sorry to have to admit that so far as I have been able to ascertain little atten-

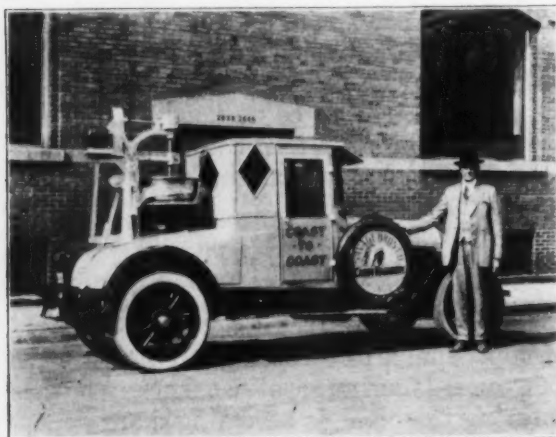
tion has been paid towards providing facilities for educating future executives along lines which will insure to them a thorough knowledge of the fine technical points forming the fundamental principles of their trade—without which knowledge they are bound to encounter innumerable obstacles in their endeavor to insure efficiency.

The modern candy plant superintendent must know at every stage of his work exactly what he is doing, why he is doing it and what the ultimate result will be when he gets through. This he can only have by becoming intimately familiar with his products from the "primitive stage of creation to ultimate perfection."

Such manufacturing trades as the baker, the refrigerating engineer, the miller, etc., have long ago recognized the value of technical training and have established or are establishing national schools for the development of scientific production. There is no reason why this should not be true with the candy industry.

There is no reason why the superintendent of a candy factory should spend many years in the "school of experience" with its errors and regrets if he should be able to secure a better knowledge in a short time through a technical education.

It is, therefore, squarely up to every one who really has the interest of the industry at heart to work for the common good by voicing his demand for the establishment of a school which will devote its energies toward the accomplishment of this important object—the technical education of the superintendents of candy plants.



All aboard for Atlantic City via the highways and byways. Mr. Leroy Dougherty with his cross-country caravan in front of "Candy Machinery Headquarters" ready for the last lap of his coast-to-coast canvass.

SUGAR SITUATION

Continued from page 29

in the long run because of the vision of a short crop and short supplies at the end of the year. We might remark here that in opposition to this possibility it is a recognized fact that if the Cuban crop continues to move for the balance of the year as it has up to date with regard to the sale and shipment and production continues until the end of the season, there will be a crop of approximately 3,700,000 tons, and a carry over at the close of the year of 500,000 to 1,000,000 tons.

2. A short beet crop, which does not seem to be a serious possibility. Although the 1920-1921 crop of 969,419 tons of sugar exceeded any previous yield, we could not say otherwise than that the crop would be about normal should it drop from last year to approximately 670,000 tons, this latter being close to the yield of the two previous seasons.

We can only face the situation as we have it today and be extremely cautious in our future commitments, whether we are seller or buyer, and do our utmost to avoid the dangerous places that are bound to appear during the balance of the year, conserving our resources and stimulating the demand for sugar at a price within reach of all, in order that we may have, as far as possible, a normal healthy turnover of the sugar produced this year, at a fair normal profit to all concerned from producer to retailer. If we preserve an even balance in our handling of sugar, striking a happy medium where possible and avoid extremes, we shall reap the benefits of the future of sugar.

May 7th, 1921.

D. O. PALMER.

And you can receive information like this, red hot every month for a year all for \$3! Use the blank on page 50.



Fundamentals of Purchasing

(Continued from page 30)

using large quantities of syrups, sugars and extracts. In addition to the entire list of syrups, sugars, chocolate, nuts and fruits are bought in huge quantities by nearly every canning company and by the bottlers of soft drinks.

To go further into a lengthy analysis would scarcely have any further value at this time, but the writer believes he has established the fact that a real community of interest exists between all purchasing agents.

Just how that community of interest backed by intelligent leadership, aggressive and progressive methods has worked out for the common good, will be explained in future articles that will be prepared by the writer.

Having established the fact that he fundamentals of purchasing are common to all industries, the next step will be to show how organization, properly planned and intelligently carried out, can benefit individual members and the industry they represent.

Trade Marks and Copyrights

(Continued from page 23)

spect to federal, state, and foreign registrations may be cleared up in this way. The procedure before the patent office necessary to obtain registration of a mark will be discussed and an outline of the steps through which an application for registration passes, will be included. Interferences, oppositions, and cancellation proceedings will be defined and explained. The necessity for foreign registration, trade marks piracy, and the copyright law covering particularly labels and prints, will also receive due attention.

Utica, N. Y., May 2.—The George W. Adams Company, Inc., of Watertown, wholesale confectioners, who operate stores in Watertown, Binghamton and Norwich, filed a voluntary petition in bankruptcy in the United States Court. The petition shows liabilities of \$83,548—and claims nominal assets of \$186,696.

SITUATION WANTED

Executive

Auditor with 15 years' experience in candy manufacturing. Business expert on cost, credits, income taxes, corporate records, sales and office management. Address Box X, The Candy Manufacturer.

Mr. E. H. Wamsley, Beacon Chocolate Co.

On the Sugar Situation

THE feeling of uncertainty and hesitancy that has prevailed in the sugar market during the last few weeks on account of the continual decline in the price of both, and raw refined sugar is rapidly disappearing, and the manufacturing trade apparently felt that the price of \$6.30 was attractive, and apparently was the lowest that will be seen for some time.

This opinion is based very largely on the fact that both raw and refined sugar have been selling below cost of production, and an increase in price was not only natural, but justified, when it is considered that prices of raw sugar in Cuba and refined in the States are the lowest in the world, resulting in a substantial demand from European countries.

Cuban advices report the closing of Centrals, due to excessive rains, which are quite natural to expect at this time of the year, as well as unfavorable financial conditions, but in spite of these factors, the most recent estimate of Willett & Gray indicate a probable out-turn of about 3,650,000 tons, which is approximately the same amount of sugar made by Cuba last year.

Considering the fact that the current year will probably show a sharp falling off in the per capita consumption as compared with last year, due largely to economic conditions, which have resulted in a very limited demand from manufacturers, the prospective supply of raw sugar is ample, and prices should remain at a level that may very well be considered reasonable.

The tariff uncertainty should be definitely ended within a few days, and the final date of the Emergency Act made known. If the Sugar Clause is allowed to pass in its present form, as it seems certain at this time, the price on refined will probably be automatically increased at least sixty cents per hundred pounds, and many refiners are insisting that a clause be inserted on contracts to the effect that any additional duty or tax on sugar effective before completion of delivery of the purchase is to be for buyers' account.

Every issue of **The Candy Manufacturer** is a "Readers' Number." This is your medium; use the "Open Forum" and contribute your opinion, suggestion or criticism on any phase of candy factory management. Remember too, that you can save \$15.00 by sending in a five year subscription—now.

The Utility of Beauty in Candy Packages

by Robert F. Salade

Author of "How Paper Boxes Are Made," "Plate Printing and Dye Stamping," "How Cut-Outs Are Made," etc.

IT has been truthfully said that a pretty girl will look well in a plain calico dress and a gingham sunbonnet, but put the same girl in a stylish silk gown, silk stockings, shapely shoes and a picture hat, and her beauty would be greatly enhanced. Add the right kinds of jewelry and other ornaments and the girl will appear still more beautiful.

Put a pretty girl in cheap, shabby clothes and her appearance will not be so pleasing to the eyes of the average person as when she is dressed in fine clothes. We often remark about the multitudes of beautiful women whom we notice strolling along the main avenues of the great cities. Doubtless many of those women are as beautiful as they appear, but what makes them so strikingly attractive is elegant dress. A peacock immediately attracts wide attention when it spreads its tail.

We men folks, as a rule, are not masters of the sartorial art, and in most instances, we do not even seem to know how to choose the correct colors in haberdashery, let alone the right colors in clothing. We men could easily make ourselves more attractive by wearing correct colors and styles of clothes. The fair sex have the men beaten to a standstill when it comes to the matter of good dress, and we are only too glad to admit this fact.

The average pretty woman instinctively knows the psychology of beautiful raiment, and often she also knows the wonderful attractive quality of a touch of rouge. Without question the American girls are the prettiest girls in the world, but it is an interesting fact that during a recent year the women of the United States spent some \$850,000,000 for cosmetics and other toilet articles. Some bill, you may say, but during the same period the entire population of the United States spent more than one billion dollars for candy!

One billion dollars spent in the United States during a single year for confectionery? Yes; and the amount is steadily growing. In countless cases the

American people are now eating candy instead of buying alcoholic drinks. The Eighteenth Amendment was one of the greatest blessings ever conferred upon the citizens of this country. In these days many a former patron of John Barleycorn buys a box of candy for the women folks on pay night instead of going home with unsteady footsteps.

No wonder that the average American girl looks so pretty and sweet when you consider the amount of candy that she consumes during the course of a year. And, she usually buys the best candy—the kind that is packed in an attractive paper box. More and more the American people are learning the truth that fine quality candy is good for the health, and this explains why even the male sex are now eating good candy to a large extent. The food value of fine candy is exceedingly high, and many a working person gains more nutriment from a small boxful of such confectionery than he, or she, does from a cafeteria luncheon.

To return to the subject of the pretty girl in a beautiful costume, here is a subject which must be of interest to every candy manufacturer from a strictly business standpoint. What is true of the girl in fine clothes is likewise true of candy in an attractive package. The appeal of a beautiful candy box is frequently more powerful than the appeal of the sweetmeats in the box.

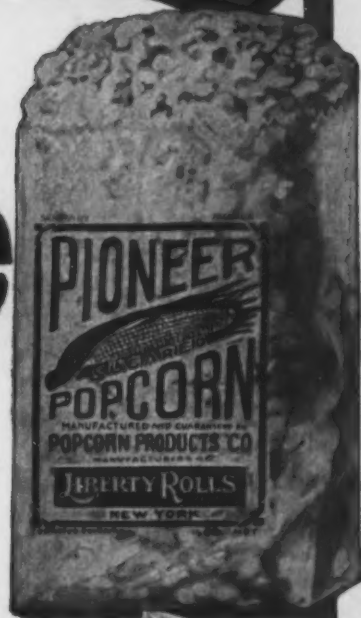
Selling Methods of Nationally-Known Candy Concerns

It is a significant fact that practically all of the nationally-known candy manufacturing concerns have been using beautiful paper boxes for their products for years and that these concerns are continually planning more attractive packages. At the present time, some of the best known firms, such as Page & Shaw, Whitman's, Apollo, Lowney's, Huyler's and others of this class, are using a great variety of fancy packages for various lines of confections, and the majority of these packages are works of art.



"Slip it in a Bag"

Glassine Bags



CONTINENTAL PAPER & BAG MILLS

ATLANTA
BALTIMORE

CHICAGO
CINCINNATI

CLEVELAND
DETROIT

WAREHOUSES

HARTFORD
HOUSTON

INDIANAPOLIS
MINNEAPOLIS

NEW ORLEANS
NEW YORK CITY

SYRACUSE
ST. LOUIS

AGENTS

W. H. CLAFLIN & CO., BOSTON
HUFF PAPER CO., PHILADELPHIA
HUFF, BARNES & OPIE, PITTSBURG
C. H. ROBINSON CO., PORTLAND, ME.

JOHNSON-LOCKE MERC. CO., SAN FRANCISCO
JOHNSON, CARVEL & MURPHY, LOS ANGELES
JOHNSON-LIEBER MERC. CO., SEATTLE
JOHNSON-LIEBER CO., PORTLAND, ORE.

House near You

Advertise Your Brands

Supply your trade with high-class richly embossed bags printed with your advertisement.

They add to your prestige and create a bigger demand for YOUR brands.

They add more talking points for your salesmen.

They create more confidence in your line with the retailer.

They keep YOUR brand name before the people who buy the candy.

Distribute Continental Embossed Confectionery Bags in conjunction with your other advertising. The increased sales more than offset the small cost—and what an appeal they make for your candy.

CONTINENTAL PAPER & BAG MILLS

EXECUTIVE OFFICES

16 East 40th Street
New York City



Several of the larger candy manufacturers have their own private paper box making departments where original designs for candy boxes are planned, and where practically all paper boxes used by these firms are produced, but the majority of candy manufacturers have their paper packages made by the regular paper box manufacturers who specialize in such work. Page & Shaw is one of the large candy concerns that is operating its own paper box department, at its factory in Cambridge, Mass., and this firm is also operating its own printing plant where all color printing, gold-leafing, embossing, etc., for the box wrappers are done. During the course of a year Page & Shaw use several millions of paper boxes in various sizes, and in more than two hundred different styles. These boxes are regularly distributed to all parts of the United States, Canada and Europe, and large numbers of them also go to South America, Cuba, South Africa, Asia, Australia and other foreign lands.

Stephen F. Whitman & Son are using one of the most attractive lines of candy boxes every produced in America, and samples of these boxes may be seen in the show-windows and sales-rooms of leading stores throughout the country. Whitman's are now furnishing retail storekeepers, druggists, etc., who handle their line of goods with special window displays which are exceedingly attractive. Each window trim consists of a large-size advertising cutout, beautifully lithographed in colors, and about a dozen or so of the Whitman paper boxes, in various designs and colors such as the round shape with a colored picture on the lid; oblong with extension top and bottom; plain oblong tied with wide silk ribbon, and a novel "treasure box," shaped like a small, old-fashioned treasure chest, and printed with colored pictures on the lid and on all four sides.

The Whitman boxed goods, which are now being featured in store windows in all sections of the country, are at the present time being advertised in the newspapers and magazines. Handsome half-tone pictures of the boxes referred to are incorporated with each advertisement, thus the public not only sees the Whitman paper boxes (and contents) in numerous show windows, but also sees the same things temptingly pictured in their advertis-

ing. It is not difficult for one to understand why national advertising campaigns of this strong character are successful from the start. And, who shall say that beautiful paper boxes do not play a principal part in the success of such an advertising campaign?

The Page & Shaw line of packaged goods is also being nationally advertised, and samples of the Page & Shaw paper boxes, with the wrappers printed and embossed in colors and gold, are now being exhibited in the show windows of many retail stores. These window displays are particularly arranged to carry out the quality idea in confections, and it may be truly declared that this idea is recognized by the great majority of persons who see the displays. There is a wonderful "quality atmosphere" around paper boxes of the Whitman and Page & Shaw types that immediately emphasizes the quality of the sweets in those boxes. When you buy a box of candy with the name of a nationally-known candy firm stamped on the cover, you do not even question the quality of the candy, and when the paper box holding such candy is a beautiful piece of work your appreciation for the candy and its manufacturers mounts higher still.

You cannot put cheap, inferior grades of confections in beautiful paper boxes, and by means of the paper boxes and fancy wrappers have the public believe that it is first quality candy. No, no! The buying public is quick to detect inferior goods, especially in the case of confectionery. But you can put the finest kind of candy in mean-looking paper boxes, and recipients are apt to doubt the quality of the candy by reason of the common package. Is this not true?

The utility of beauty in candy boxes should be apparent to every candy manufacturer and yet we know of numerous candy manufacturers who are not using beautiful packages for their product, and when we use the term beautiful we do not mean "freak" shapes and gaudy colors, or wrappers with "loudly-printed designs, or brightly-colored ribbons which do not blend with the general color scheme of the box. An Irish-green ribbon on a pink box may look Frenchy, but a pink ribbon on a pink box would look more artistic. Color is a wonderful aid to attractive paper boxes, but it must be used discriminately.

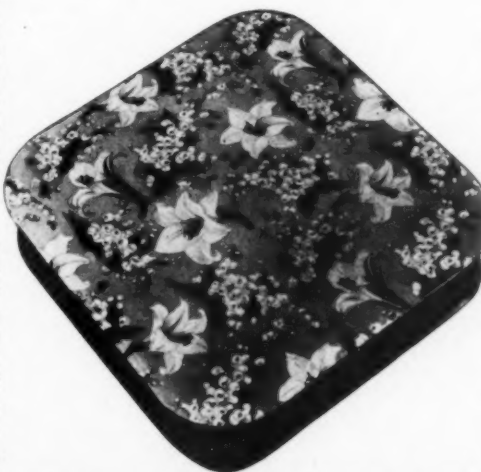
Continued in July issue



The famous "Pleasure Island" package of Whitman's that is making a hit all over the country.
Courtesy, Stephen F. Whitman & Son.



Round boxes with beautiful colored pictures on the lids.
Courtesy, Stephen F. Whitman & Son.



Three-Pound Shoulder, Square Box with Rounded Corners, Dome Top, Three Gold Trims, Two French Edges, Covered in Assorted Fancy Lithographed Papers.
Courtesy, Jesse Jones Paper Box Co.



A Unanimous Voice Will Repeal the Excise Tax

Answering your favor of the 7th instant, our position in regard to the 5% excise tax on candy sales by manufacturers is that it is a war emergency measure passed at a time when the candy industry was showing profits. It should be abandoned now when almost every candy manufacturing concern is paying a tax on its gross sales, in addition to all other taxes, when profits are nil. For some months past the majority of candy manufacturers had to find the money to pay these taxes outside their business.

We consider this an excessive and unfair tax, and we believe that the only reason that it is not promptly removed is because the facts have not been laid before the fair-minded members of Congress with sufficient force.

The tax is unjust because it lays an excessive burden upon an industry selected arbitrarily. No similar tax was laid on many of the products which are in close competition with candy, placing the candy industry at a further disadvantage.

We believe that all that is required to secure a repeal of this tax is a clear, emphatic statement of the facts by the unanimous voice of our industry, and a demand that it be repealed immediately.

Yours respectfully,
STEPHEN F. WHITMAN & SON, INC.,
(Signed) J. W. WHELOCK.

Establish a Standard of Business Practice to Eliminate "Trade Abuses"

Thanks for the "Rose Bud"—Mr. Marsh

In 1619 "ninety agreeable persons, young and incorrupt," and in 1621 "sixty more maids of virtuous education, young and handsome" were sent out from London as a marriage speculation.—From the New International Encyclopedia.

The first lot of ladies were bought by the colonists of this country for one hundred and twenty pounds of tobacco each. The second lot brought one hundred and fifty pounds each.

This is no discredit to the ladies, but it serves as an illustration of how times have changed and how the world has progressed since the time of the earliest settlers.

The introduction of such trade papers as "THE CANDY MANUFACTURER" specializing as they do to the needs of the particular industry which they represent, is but another step in this march of progress. Conditions confronting the confectionery industry are so radically different from any with which the present operatives of plants in the line have ever met, that any means which may help to make more clear the best method of procedure should be welcome. Trade journals such as the

editors of "THE CANDY MANUFACTURER" hope to make it, can help wonderfully.

As one topic to be considered by "THE CANDY MANUFACTURER," I submit that of "Trade Abuses."

It is amazing to note how elastic is the conscience of some of the jobbers who, without cause, insist on taking discount days past the allotted discount term; who refuse, or reship goods sometimes weeks after the receipt of the merchandise by them and who seem to think the manufacturer should stand all of the losses which come during the time of the business adjustment, and relieve them of all responsibility and of their obligation to the industry from which they make their living.

Manufacturers themselves are, to a considerable extent, to blame for this state of affairs for they, by their inaction, permit it to continue and unless some concerted move shall be taken, it will continue and grow worse, without doubt.

"THE CANDY MANUFACTURER" may do much to bring to the attention of its readers the nature of these trade abuses and if it does this, it should be the beginning of the end of these deplorable business methods.

EDWIN R. MARSH,
Sec'y and Gen'l Mgr., Rochester Marshmallow Co.

For a National Association of Confectionery Superintendents

To the Boss or Managing Director of the Factory:

There is no question in my mind but what a National Association of Candy Superintendents would be one of the most beneficial organizations in the candy trade, for while we have local, state, sectional and national organizations for the manufacturer, the retailers, the salesmen, we have none for the factory itself, and there is really where the organization should start, for what can the office or sales force do if the factory is not run on a progressive, aggressive, economical and efficient basis.

Think what it would be worth to your superintendent if he could once a year meet with all the leading superintendents of the U. S. The very best and brightest minds in the manufacturing end of the candy business, where he could exchange ideas with them and each get the benefit of the other's experiences.

The time for petty jealousies and narrow-minded ideas is past. The up-to-date, modern plants that are going ahead and making progress are the ones who are fraternizing and working with their brother manufacturers towards raising the standard of the candy industry, and we think would apply equally to the superintendent.

Think this over—talk it over with other manufacturers, and encourage your superintendent in starting this organization.

D. B. ERMINGER,
105 W. Monroe St., Chicago.

MARKET REPORTS

MARKET REPORT

DURING the past week there has been practically no change in the Cocoa Market, either in quotations or demand.

Trinidads have shown an advance of about a half cent, due mainly to short covering, and both Accra and Bahias hold steady with limited offerings.

Manufacturers continue to show only very moderate interest in the Market, purchasing only on a hand to mouth basis.

Arrivals are as follows:

	1921	1920
January	177,331 Bags	169,673 Bags
February	119,092 Bags	218,107 Bags
March	375,318 Bags	301,353 Bags
April	147,947 Bags	350,777 Bags
	819,688 Bags	1,039,910 Bags

220,222 bags excess arrivals during 1920.

The prices quoted below show the low for shipment and the high for spot, and are given subject to Market conditions and are only nominal.

Guayaquil (Machala Caraquez)	8 - 8½	Pto Cabello	14 -28
Arriba	8¾-11½	Sanchez	6½- 6¼
Fine African	8 - 8¾	Java	- -
Bahia	6¾- 8¾	Maracaibo	18 -27
Fair Fermented			
Accra	6¾- 7¼	Ceylon	18 -20
F. A. Q. Accra	6	Para	6¾- 8
Trinidad	8 - 8¼	Suriname	7½- 8
Grenada Est.	7¾	Haiti	6
Grenada Ord	7¼- 7½	Caracas	8½

Cocoa Butter

Market quiet. Domestic, 23-23½c.

IMPORTED NUTS

THE most notable feature in the Shelled Nut market is the shortage of Walnuts. French shippers have very little to offer. The crop is nearly exhausted. Prices are necessarily high and holdings here are in small compass.

Bordeaux Halves	60c
Bordeaux Broken	48c
Chaberte Halves	64c
Bordeaux Broken	50c

The next important feature is the exhaustion of Jordan Almonds in the Spanish market. All grades are cleaned up and it is extremely doubtful if there will be any more offerings before next crop. There are no Large Jordans held in this market and the three crown supply is negligible. Valencias are short in supply and very little offerings. We hear that a few goods are accumulating on the other side but shellers only offer limited quantities.

Alicantes: Report that Alicantes are running low on stocks and frosts have depleted about 1/3 of the crop, opening prices will therefore be about the same as obtaining at present.

Extra Large Fancy 17/18 to ounce	48c
6 Crowns 18/19 to ounce	47c
Extra Fancy Large	38c
Extra Selected	39c

Levante Filberts are firm and Barcelonas have moved forward quite sharply in the last two weeks.

Barcelonas	27c
Levante	25c

NEW YORK SUGAR MARKET.

The raw sugar market has a slightly firmer tone, developed late last week and at the opening this week, based principally on business in Cuba sugars concluded by the Sugar Finance Commission late last week and the prospects of the emergency tariff bill coming up for the Senate vote within a few days. The business referred to consisted of 100,000 bags sold to Atlantic ports and New Orleans refiners at 37½c c. and f., or 4.89c duty paid, and 8,000 tons reported sold to France at the equivalent of 3.675c f. o. b. Cuba. Today a small cargo of San Domingoes was sold to a New York refiner at 3½c c. i. f. New York, the equivalent of 4.77c duty paid, at which price it is believed a further moderate quantity of Porto Ricos and full duty sugars could be sold, but no further offerings are in the market at the moment. A large quantity of raw sugars, mainly Porto Ricos, has arrived unsold, of which none are pressing for sale, sellers being firmly inclined to hold them as far as possible until tariff settlement which is indicated at present to be about May 20.

The raw market in consequence is fairly steady, with sentiment about evenly divided on the immediate prospect of a slight advance or decline. The position of spot sugars and the tariff are the determining features.

The refined sugar market remains weak, contrary to the better feeling present in raws. The lowest quotations being made here are by three refiners, who are quoting 6.30c less 2 per cent and very little business is coming in. Unless the refined demand improves the better tone in the raw market is not expected to last notwithstanding the tariff influence. Export refined is quoted at 5.25c f. a. s. This could probably be shaded in large quantities. As a whole the market is quiet, fairly steady, very sensitive and awaiting developments on the tariff and the summer demand for refined.

NOTE.

The agent in Germany of The Federal Reporter of New York cables on May 9th. Licht's revised estimate of the 1921-1922 beet crop of Europe, exclusive of Russia, same being an increase of 12.8 per cent, equivalent to 471,000 tons.

With the Superintendents

A special request is made for an expression from the industry on the advisability of having a National Association of Confectionery Superintendents, representing the local or territorial associations. Arrangements might be made for a superintendents departmental during the N. C. A. Convention. Is it logical to expect that such an organization would help make better superintendents and more of them? A straw vote, please. Let's have a very frank and open discussion of this subject.
—EDITOR.



**From the Acting Secretary of the Chicago
Association of Confectionery
Superintendents**

There have been associations since the beginning of time. Probably the best known and the most widely heralded being of the kind that Robin Hood and Captain Kid, headed.

Our own industry is reasonably well organized, especially the manufacturers with their state, territorial and national associations. The salesmen and the credit men are adequately organized but for some reason the confectionery superintendents have been left to work out their own salvation, single handed, without the help and inspiration which always results when men in the same profession get together.

The superintendents of Chicago have been organized for nearly three years. There may be other organizations of confectionery superintendents of which we are not aware.

The movement for a larger and better association of confectionery superintendents has not been pressed and is a subject worthy of the consideration of all interested in the betterment of the industry.

The manufacturing confectioners of Chicago have given their whole-hearted endorsement to the Chicago Superintendent's Association, appreciating, as they do, the benefits of this organization.

Undoubtedly the greatest falacy in the business is that of secrecy. Many confectionery superintendents are warped on this subject, and a sure cure is for them to meet those holding similar positions.

With the exception of a few formulae and a labor-saving device or two, there are in reality no secrets in the business. And the value of these is entirely in the minds of those possessing them. There is only one reason why the factories cannot be thrown open to the trade in general, and that is the time it takes and the confusion caused by showing people through.

The greatest benefits derived by the industry from this small association is no doubt, the solution of a great many so-called labor troubles. There is no hesitancy in asking for information from a fellow member, **but there is a hesitancy about hiring** a fellow member's help, when you have to face him across a table in a week or so.

For years confectioners have fought this one phase of the help situation, and without results. But today, there is no sign of this annoyance and there hasn't been since the formation of this association three years ago.

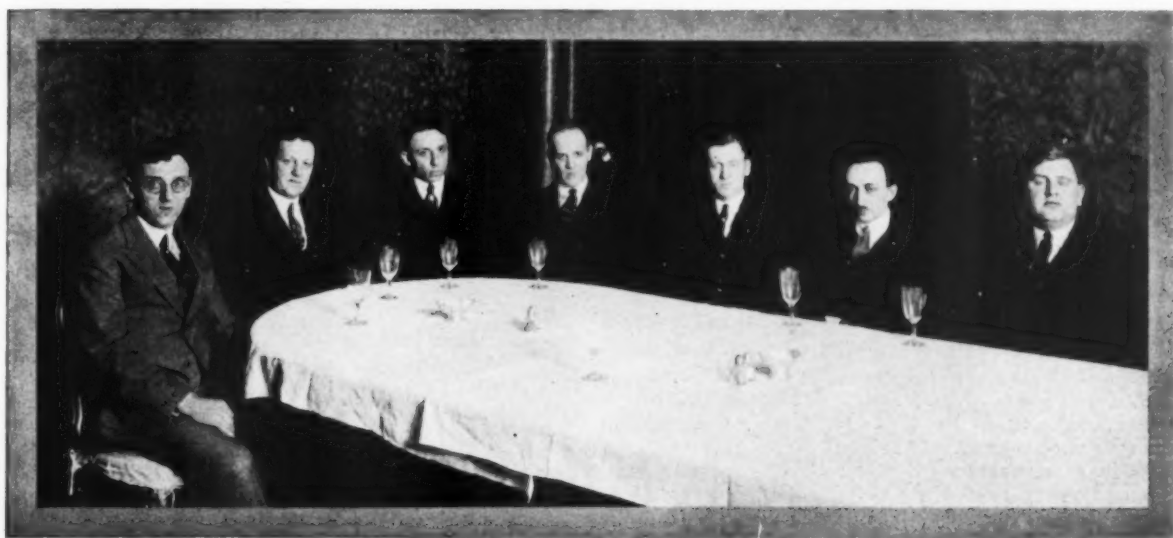
If you are in need of a good man it is an easy matter to call up some of the superintendents, and they can usually put you on the trail of just the man you need, giving you at the same time, a lot of information about him which would take you a long time to get and cost considerable.

To enumerate the benefits of such an organization would take up too much space.

The point we are trying to put across, is that the superintendents can accomplish as much, if not more, by getting together as can the manufacturers, credit men or the salesmen.

The industry can be improved, as well as the superintendents, by the exchange of ideas.

FRED W. AMEND,
Fred W. Amend Co.



From Left to Right—F. J. Beier, Shotwell Manufacturing Co.; Carl Salsman, Farley Candy Co.; Henry Kroeger, National Candy Co., Chicago Factory; C. W. Bunde, National Candy Co.; Henry Cole, Rueckheim Bros. & Eckstein; C. F. Julius, Continental Candy Co.; Fred W. Amerd, Fred W. Amerd Co. The Absent Members are—George Spensley, Pan Confection Factory; Gross Williams, Continental Candy Co.; John Rupp, Martin Dawson Co.; J. F. Kenfield, Curtiss Candy Co.; R. J. MacGaw, A. G. Morse Co.

A Superintendent's Round Table

Semi-Monthly Meeting of the Chicago Association of Confectionery Superintendents
Hotel La Salle, May 12.

From the First President of Chicago Association of Confectionery Superintendents

A few of the superintendents meeting each other at different occasions at which they represented their firms conceived the idea of a superintendent's organization, the idea materializing in the form of a meeting at the Sherman House in August, 1918.

Matters were discussed in general and an organization formed to be known as the Association of Confectionery Superintendents.

The various firms not represented were invited to have their superintendents attend the next meeting. At this meeting the following firms were represented :

Rueckheim Brothers & Eckstein, The National Candy Co., Pan Confectionery Co., Shotwell Manufacturing Co., Paul F. Beich Co., Central Candy Co., Martin Dawson, Farley Candy Co., and the Continental Candy Co., E. J. Brach & Sons.

Officers were chosen and a copy sent to all those interested. The following is a list of the officers chosen for the first year:

President, Mr. George Spensley, Pan Conf. Co.;
Vice-President, Mr. John Rapp, Martin Dawson Co.;
Secretary and Treasurer, Mr. Henry Cole, Rueck-
heim Bros. & Eckstein.

Members of the executive committee were Mr. Gross Williams, Continental Candy Co., and Mr. Carl Salzman, Farley Candy Co.

A synopsis of the by-laws is given below:

By-Laws

The name of this organization shall be "The Association of Confectionery Superintendents."

The object of this Association is for the members to meet together at stated intervals for an open discussion of matters that pertain to our industry

as a whole, to have a better acquaintanceship and understanding between members and for free exchange of ideas on matters not detrimental to individual plants.

To bring the industry to a higher standard of quality and efficiency. The membership shall be limited to superintendents and plant managers of manufacturing confectionery plants.

Meetings shall be held the second Thursday of each month.

Meetings have been held regularly each month with good attendance. Friendships have been formed which are beneficial to the members in many ways. The discussions are of a nature that apply to the industry as a whole and nothing of a private nature—formulae, etc.—are discussed.

GEORGE SPENSLEY

Supt., Pan Confection Factory

Superintendent's Do's and Don'ts

By One of the Craft

Is there the proper co-operation between you and the Boss? If not, get together, understand each other. You are dependent on each other.

Do you give proper consideration to the suggestions of your foremen and candy makers, or do you dismiss them with a discouraging remark? Remember you were first a candy maker, and later a foreman, before you were a superintendent. You probably had some ideas when you were a candy maker, or you would not be superintendent today.

Pay More Attention to Your Traffic Department

by W. C. Lindsay

Traffic Secretary, The National Confectioner's Association.

YOUR Traffic Department needs more attention. I dare say, members of the N. C. A. alone are losing between \$100,000.00 and \$200,000.00 annually, because of absolute neglect. Your salesmen do the selling, but remember, the Traffic Department must deliver the goods and unless you know how to run your Traffic Department, the goods cannot be delivered in a satisfactory manner, meaning a dissatisfied customer, while the firm who does understand traffic matters, delivers the goods in a satisfactory manner and gains a satisfied customer, and a satisfied customer is the life of trade, whether it is in the candy business or in the pig iron business.

The following are a few of the important matters that must be considered in the handling of freight traffic in a satisfactory manner:

1. Spare no expense in obtaining the best container that can be manufactured. In doing this you are not only satisfying the railroads but your customer as well, as he is bound to order his goods from the firm that ships them in the most substantial manner.
2. Consignee, destination and street address should be marked in full upon each package and each package should also be marked from where and by whom shipped.
3. When goods arrive at destination in a damaged condition, it is your customer's duty to see that the bad order endorsement is placed upon expense bill with the Agent's signature thereon, for his protection for the filing of claims for loss and damage.
4. In any case where goods are received by the consignee, an examination should be made of contents immediately by the unpacker, and if any shortage or damage occurs, the Railroad representative's attention should be called immediately to it, and he should be required to call at consignee's place of business, examine the goods and its contents, and give consignee a statement as to the condition of the goods and contents, also the container. The adjustment of loss and damage claims will be made more promptly if this is done.
5. Route your shipments via the quickest and most direct routes, and via routes where through rates will apply.
6. All goods shipped are subject to the rules and regulations of Consolidated Freight Classification No. 2, and it is the duty of every Traffic Department to familiarize themselves with this Classification and the conditions therein. There are rules and regulations contained therein where there is an additional penalty added in freight rates where goods are not packed in a certain manner.
7. All goods are shipped subject to the rules and conditions of the contract on the back of the uniform bill of lading, which you should familiarize yourselves with. For an example, claims for loss and damage must be filed within six months, and other rules and regulations just as important.
8. In adjusting your differences with the Railroads, it should be done, if possible, personally and not by correspondence.
9. This Association issue from time to time, Traffic Circulars and Bulletins, which should be read very carefully as they all contain valuable information based upon the latest authorities obtainable.
10. You not only should know your freight rates, but you should know the freight rates of your competitors in case it becomes necessary for you to equalize to meet that competition.
11. Do not burden the railroads with unnecessary tracing. If shipments do not reach destination within a reasonable length of time, file your claims for loss.
12. When you receive notice from the Railroads that shipments are on hand at destination unclaimed or refused, it is your duty to give immediate disposition. Your customer has no legal right to refuse the entire shipment because there is a shortage or a damage. He should accept that portion of the shipment that is in good condition and file claim for his actual loss.
13. If you will cultivate the confidence and friendship of the Railroad representatives, you will find they will be of considerable help to you in more ways than one.
14. The Railroads have a legal right to dispose of those shipments for freight charges where disposition has not been given within a reasonable time. It is, however, compulsory on the part of the Railroad, before selling merchandise, to notify the consignor and the consignee.
15. The Railroads, not intentionally, however, make numerous errors in the rendering of expense bills for freight charges, etc. Every expense bill should be checked by your Traffic Department before it is paid. Be satisfied that the weight is correct, the rate is correct and the extension is correct. Large sums of money are lost annually because this is not being done.
16. The Traffic Department of the National Confectioners' Association is organized for the convenience of its members, both active and associate, and any matters referred to this Department will be given prompt attention and any decisions rendered are based upon absolute facts, and information that is on file in this Department's office, and you are at liberty to call upon us as often as you desire.

The above are only a few of the many important conditions that surround the problems and difficulties of a Traffic Department, and I do not hesitate to say that the Traffic Department of any concern is the best assistant that your salesman can have, and I hope that the shippers, generally, will wake up to this fact and pay more attention to their Traffic Department.

The Great Difference Between
Mere Sugar and Candy Lies in
FLAVOR

Your resulting flavoring problems are of utmost importance.

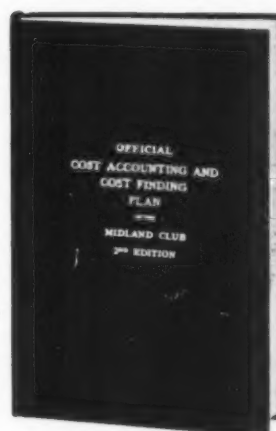
We offer you our complete line of high class concentrates and our co-operative service, backed by our unconditional guarantee of satisfaction to you.

FOOTE & JENKS
Expert Flavor Specialists

JACKSON, - - - MICHIGAN

**OFFICIAL
Cost Accounting and
Cost Finding Plan**

Adopted by
The Midland Club



\$3.00
the copy

The Candy Manufacturer
Consolidating
THE CANDY FACTORY with THE CONFECTIONERY AGE
30 North La Salle St., Chicago

The quality of your advertising is just as important as the quality of your product. An attractive high class advertising sign displayed in the retailer's store or window is a "sign of quality"

We specialize in the manufacture of high class embossed and die-cut signs.

Our Art Department is at your service. Your request for samples will have prompt attention or a special representative will call if you prefer. No obligation on your part.

Common Sense Novelty Co.

Manufacturers

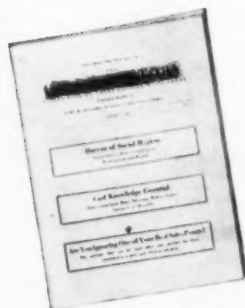
Advertising Show Cards

Embossed Signs, Cut-Outs, Window Transparencies

2403-2421 No. Oakley Ave., Chicago

Largest Exclusive Manufacturers of Cardboard Signs in America!

The History and Aim of



ISSUE OF APRIL,
1921

The Candy Manufacturer

Consolidating
~~the Candy Jobber and The Confectionery Age~~ with THE CONFECTIONERY AGE

A plain frank statement of facts leading up to the establishment of this magazine and its priority rights to the titles adopted.



ISSUE OF DECEMBER,
1920

Including a few pages from the diary of the publisher.

IT was the bleak winter of 1916 when I landed in Chicago and accepted a position in the advertising department of the youngest and liveliest trade magazine in the confectionery field.

I had been brought up in the hardware field and was familiar with the trade press of that industry with its specialized business magazines for each division, manufacturing, wholesale and retail, respectively.

It was my conviction that the "time was ripe" right then, five years ago, to put the trade press of the confectionery industry on the same corresponding standard of efficiency by establishing a series of three specialized magazines, one for manufacturing confectioners, one for the jobbing trade, and another, exclusively for the retail distributors of confectionery.

February 1, 1920, I severed connections with *Candy & Ice Cream* (with which I was associated as advertising manager for four years) to take the first step toward the accomplishment of this ideal. I affiliated with the Merchandising Publishing Corporation as Advertising Manager of *Confectionery Merchandising* from its inception.

In August, 1920, I was called on the carpet before some very good friends of mine, who delivered the ultimatum that I should immediately organize a publishing company of my own, otherwise I would be ostracized from their society, and suffer other atrocities herewith unmentionable.

With my bridges burned behind me, I started out last September to sell my radical and idealistic ideas on publishing a magazine to "capital." Armed with a blank dummy magazine and a twenty-six page typewritten prospectus, I buttonholed the first man who looked excessively prosperous. On paper, my proposition was considered very logical and quite alluring, but when my capitalistic friend interviewed

a few confectioners in his city to substantiate my statement that there was a crying need for a manufacturers' magazine, he came back to me with the report that the idea of having another trade publication in this field was just about as popular as the prospect of having another world war. "Another publication we've got to support!" That old bro-mide; I would like to deliver a little informal stump speech on that subject to the advertisers of this industry sometime, but that is off the subject; perhaps I will write that out for a "filler" in some subsequent issue.

December, 1920, I published 500 copies of *The Confectionery Jobber* and *The Confectionery Age*—two specialized magazines for the wholesale and manufacturing trade respectively, after which I found myself seriously embarrassed, financially.

Before I could recover and round up some reinforcements, *The Candy Jobber* made its debut—the "little brother" of the publication in which I was wrapped up soul and body for four years—a publication for which I have the utmost respect but no brotherly love; I mean this in the right spirit. However, according to recent announcements, these two publications fulfill the need for specialized mediums serving the retail and jobbing trade respectively and they well deserve the support and recognition which they now enjoy.

I make this very frank and open statement at the risk of being misunderstood, however, it is necessary at the outset to correct any erroneous impression regarding the management of *The Confectionery Business Press* and its one and only publication, *The Candy Manufacturer*.

In this sequence of events, we are now at February 15th, only the manufacturing field was open, and I proceeded to complete arrangements for pub-

lishing ~~THE CANDY FACTORY~~. The first issue reproduced herewith was my issue of April, 1921.

The Consolidation

THE CONFECTIONERY AGE carries the impression of a commercial publication; *THE CANDY FACTORY* sounds like a magazine of production alone. My ideal of a manufacturer's magazine combines both of these features.

Inasmuch as I have a priority right to use both names, I have decided to consolidate both these previously issued publications under the name *THE CANDY MANUFACTURER*, consolidating *The Candy Factory* with *The Confectionery Age*. The use of anyone of these three names by any other publisher is an infringement. These statements may be substantiated by referring to our attorneys: Mason, Fenwick and Lawrence, 111 West Monroe street, Chicago.

THE CANDY MANUFACTURER from its inception, has the respect and confidence and active co-operation of the foremost authorities in the confectionery field. It is pledged to a program of accomplishments which will prove a genuine service to the industry. I confidently expect that the whole fraternity of manufacturing confectioners will welcome a high grade, clean, constructive publication.

THE CANDY MANUFACTURER represents a concentration of mind and activities on one objective—that of serving the manufacturing interests of this industry comprehensively and exclusively. The magazine as you see it now is only an index to future accomplishments. No expense or effort will be spared to make this publication one of the finest technical and commercial business magazines in America.

If you believe in having a hundred per cent manufacturer's magazine, and if you are in sympathy with the purpose, policy and plans herewith adopted, I will greatly appreciate a letter to that effect. I would like to know just who I can depend on to help accomplish this ideal.

I have included some superfluous details in this explanation, however, I hope it serves the purpose of making this magazine, its personnel and its policy, thoroughly understood.

Earl T. Allard
Publisher



What Do You Say—

When—

?

- your hard goods grain
- creams burst
- caramels harden
- fudge dries out
- marshmallow toughens

Don't Blame the Goods

Inquire of The Helper

Clip the Coupon, for Better Candy

THE NULOMOLINE COMPANY

111 Wall Street, New York, N. Y.

Please send, free, your booklet, THE HELPER.

Name

Firm

Street

Town and State

C-M-3

BENDIX PAPER COMPANY

67-69 Irving Place

New York City

OUR SLOGAN

"Everything for the Fancy Box Except the Candy"

Distinctive Box Labels and Wraps, Seals, Padding Materials, Glassine Paper (plain, embossed and printed) La Cellophane, Sheet Gelatine, Ribbons, Cords and Tassels, Etc.

Announcing Our New Line

OUR new line embracing the latest in fancy candy boxes, also a complete line of folding candy boxes, bon bon cups, candy bags, sundae cups, paper doilies, gold seals, labels, etc.

ONE OF

THE NEW STYLES



OUR
INNOVATION 5-LB. BOX

Write for our catalog and price list No. 10

The Pictorial Paper Products Corporation

GENERAL OFFICES, AURORA, ILL.

A Wonderful New Machine

For Chopping Nuts and Fruits

The New Improved
"Buffalo" Fruit and Nut Chopper
greatest time and labor saver ever invented

THE "BUFFALO" chops all kinds of nuts and fruits fine in one to two minutes.

Doesn't mash or squeeze; retains juices, oils and other nutritive qualities.

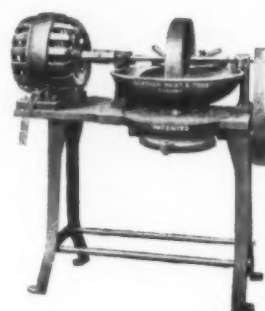
Hundreds of confectioners throughout the country praise the "Buffalo" chopper (names on request).

Let us send you prices and full particulars

John E. Smith's Sons Co.

Patentees and Manufacturers

55 Broadway



Buffalo, N. Y.

6

Point Superiority

- | | |
|--|---|
| 1 Free from all mineral substances, seams and waves. | 4 Cools gradually, eliminating losses from granulation and crystallization. |
| 2 Will not absorb odors, moisture, oil or grease. | 5 Will not crack or scale, making them more hygienic than marble |
| 3 Retains heat longer than the ordinary candy slab. | 6 They cost less than slabs of inferior quality. |

You can get Eureka Candy Slabs in any size or thickness you desire. (Most of our customers find the 2-inch thickness gives best satisfaction.)

We carry a large stock on hand and can make prompt shipment.

Tell us about your requirements for candy slabs and let us quote you on the size you need. Then—you will be prepared for the next time you need candy slabs.

The Eureka Marble and Tile Works Co.
179 Maple Street
Columbus, Ohio

Eureka Candy Slabs

COOKER FACTS

A BATCH cooked in a Simplex Vacuum Cooker is ready to work immediately after it is poured on the slab.

The sugar is not subjected to a long high temperature ordinarily necessary in cooking, therefore, the full measure of sweetness is retained and less flavoring extract required.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as in foreign countries.

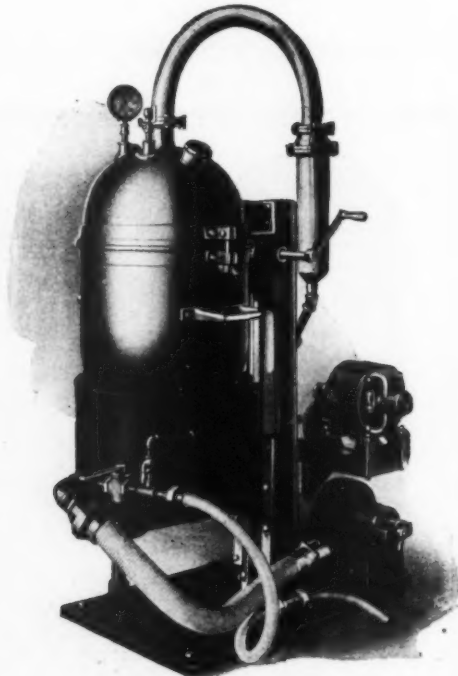
Over Three Hundred Fifty Users in the United States

Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)

Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity; 25 to	Weight
2x4 ft.	6 ft.	1/2 H. P.	100 lb. Batches	1200 lb.



VACUUM CANDY

326 West Madison Street,

MACHINERY CO.
Chicago, Illinois

"How Paper Boxes Are Made"

By ROBERT F. SALADE

An Authoritative Treatise on Paper Box Manufacture

It will give you a better understanding
of the paper box industry and help you
buy packages more intelligently.

\$2.50 PER
COPY

The Candy Manufacturer

Consolidating
THE CANDY FACTORY with THE CONFECTIONERY AGE

30 North La Salle Street

CHICAGO

SETTER HARD MAPLE SUCKER STICKS

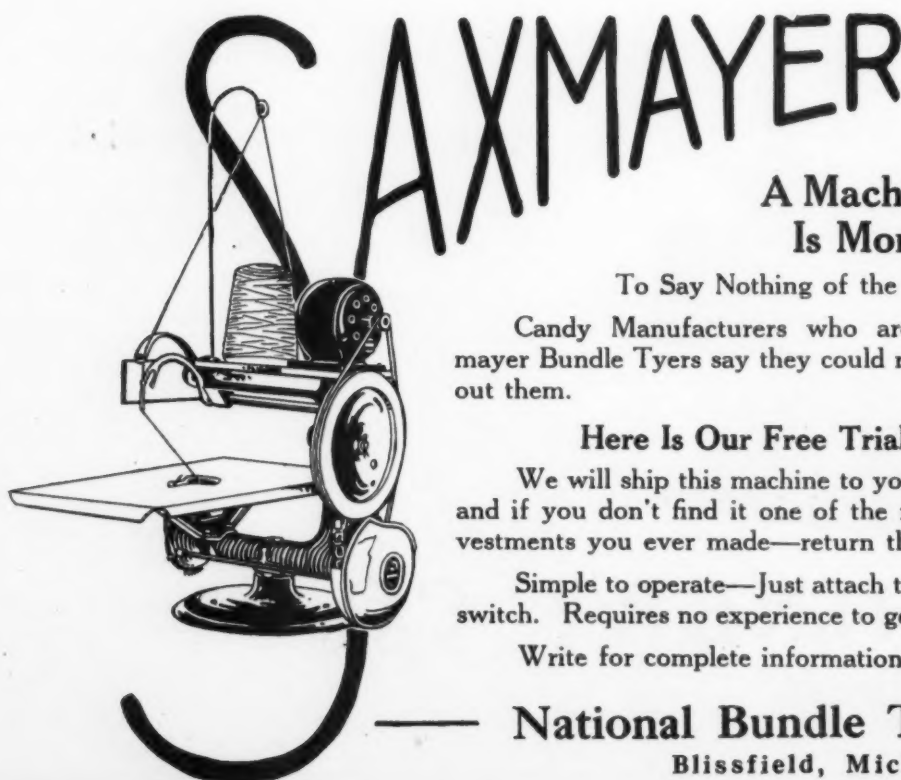
BOTH BLUNT
AND POINTED

**Large stocks always
on hand**

Samples and prices will
convince you that these
are the sticks you
ought to use.

Write

SETTER BROS. CO.
Cattaraugus, N.Y.



A Machine Installed Is Money Saved—

To Say Nothing of the Convenience

Candy Manufacturers who are using the Sax-
mayer Bundle Tyers say they could not get along with-
out them.

Here Is Our Free Trial Offer

We will ship this machine to you on 10 days' trial
and if you don't find it one of the most profitable in-
vestments you ever made—return the machine.

Simple to operate—Just attach to an ordinary light
switch. Requires no experience to get excellent results.

Write for complete information.

National Bundle Tyer Co.

Blissfield, Mich.

Aveco Scientific Flavors

Stands for

Purity—Quality—Flavor—Strength

and

Economy



The Perfect
Vanilla Flavor

Reg. U. S.
Patent Office

MAPOLEX

A vegetable compound containing no harsh drugs.

Mapolex is a concentrated flavor that has the real maple taste.

Cooking or freezing does not diminish the strength of Mapolex.

Mapolex \$6.00 per trial gal.
\$4.75 per gal. in 50 gal. lots—
F. O. B. Chicago.

Vanolex is the best vanilla flavor science can produce. Like other Aveco flavors, cooking or freezing does not diminish its flavoring strength.

Vanolex Dilute \$3.50 per trial gallon; \$2.25 per gallon in 50 gallon lots.

Vanolex Concentrated (16 times) \$4.50 per pound.

We have a full line of concentrated flavors; our products are much more powerful than the so-called natural fruit flavors, hence they are much more economical in price. They fully satisfy in taste and aroma.

Scientific Flavors of Quality

The Aveco Products Company

3714 Giddings St.

CHICAGO, ILL.

U. S. A.

Announcing—

Two Big Special Numbers:

THE FALL BUYER'S GUIDE NUMBER SEPTEMBER, 1921

Every effort will be made to make this issue as interesting and valuable as possible to the purchasing department. It will be chock full of information about materials and supplies of all kinds also a discussion of methods and conditions of immediate interest to buyers.

THE MACHINERY AND EQUIPMENT NUMBER JANUARY, 1922

The purpose of this issue will be to treat the subject of production from the standpoint of machine efficiency. Some other departments will suffer a little perhaps to give space to a thorough, comprehensive treatment of this subject.

The CANDY MANUFACTURER is the next thing to having a Candy School. It is the aim of the publisher to make this magazine a text-book on candy factory management.

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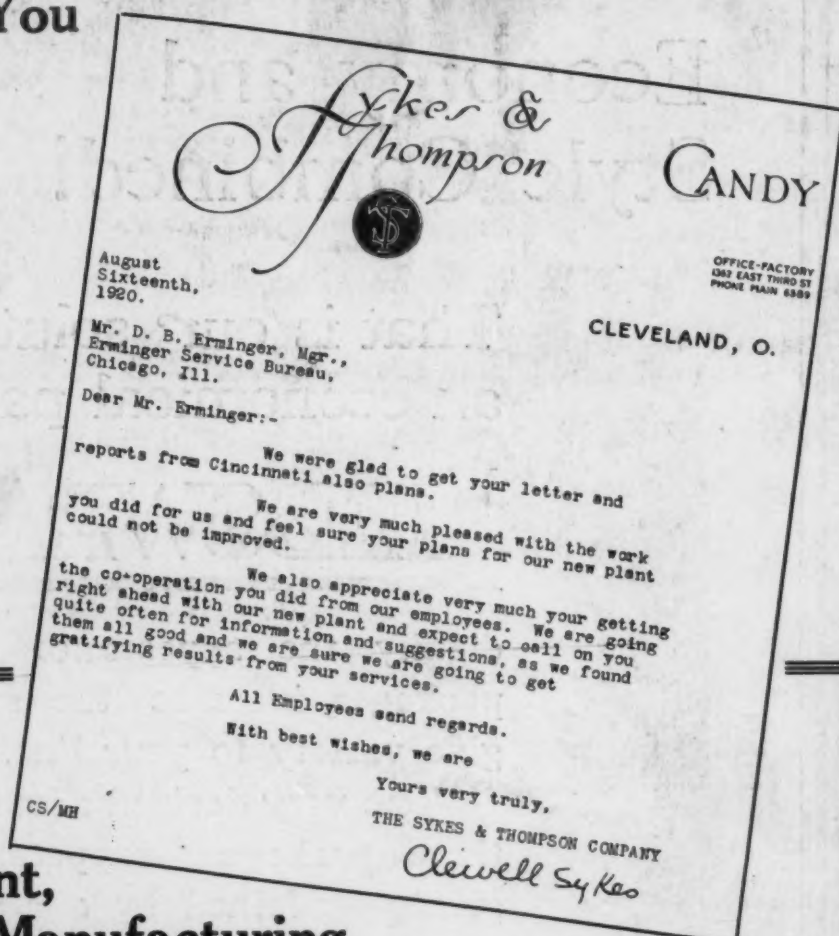
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